The WCBS SMOKERS' CLINIC Book

A 3-Week How-to-Quit-Smoking Program—Proven on the Air, for People Who Have Given Up Trying to Quit.

By Art Athens

Drawings by Roy McKie

10.95

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This book comes out of a quit-smoking program of extraordinary success: Although it occurred only one time, and consisted just of radio broadcasts, it was shown to have a maintenance rate equal to that of established clinics requiring group attendance or face-to-face counseling. The program was conceived by Art Athens, a WCBS (New York) news reporter and a long-time heavy smoker, as a final, desperate means to kick his own habit. Developed in cooperation with the New York Heart and Lung Associations, and aired over a three-week period, the clinic was estimated to have a daily audience of over two million, with even office staffs listening during specially authorized work breaks. Eventually it was recognized for its achievement by the Blakesly Award of the American Heart Association and a Media Award for Excellence in Communications from the American Cancer Society.

(Continued on back flap)

The WCBS Smokers' Clinic Book

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ART ATHENS

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Holt, Rinehart and Winston/New York

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Preface

Originally, the WCBS Smokers' Clinic was broadcast over WCBS Newsradio 88 in New York from June 9 to July 4, 1977. Each day, seven days a week, we did five separate broadcasts; and about halfway through the clinic, a special three-hour program was aired during which clinic participants could call in with questions and talk to our experts. Those experts included June Walzer of the American Cancer Society and Dr. Donald Fredrickson, whom you will read about in the chapters that follow, and who you will see made me something of an expert as well.

As a fairly heavy (two and a half to three packs a day) smoker myself, I already had some expertise my fellow experts lacked. I knew what I would be going through as a participant of the clinic, and using that foreknowledge I

tried from the start to make it as painless a quit-smoking program as possible.

When we were finally ready to go, we announced the clinic on the air and invited listeners to write in and join myself and other WCBS staffers in trying to kick the habit. We only asked them to pledge an honest effort, to try as hard as they could to do it with us. At our end of the bargain, we at WCBS would offer support over the air every day.

We did not expect the response we got. In less than one week ten thousand letters had poured in, and I had to go on the air to say "*Stop!*" We could not handle the mail. To those who did write in went a quit-smoking kit consisting of a tip sheet, a sample wrap sheet, and some questionnaires to fill out and return, letting us know who was participating, how long they had smoked, how much, and so forth. A follow-up questionnaire was also included, to be returned after completion of the clinic. A lot of people called after the mail cutoff—anxious, even desperate, to participate—and were told they could go along with the clinic without actually having the kit in hand. Companies made copies of kits and gave them out to employees, who would take a radio break each morning to listen to that day's program. According to our final estimates, the broadcasts were heard by over two million listeners, with at least twenty to twenty-five thousand actively participating in the clinic.

A year after the smoke cleared (pun intended), the American Health Foundation loaded up all the follow-up questionnaires and trucked them to a computer center, where a scientifically selected sample was contacted by phone. From these calls it was determined that the maintenance rate for the clinic was 20 percent, or "similar to those

reported for more intensive personalized clinics." In other words, we had the same effect on thousands of people without dealing with any of them face to face as other clinics had had on a smaller scale with personal contact. We were thrilled.

We were even more thrilled when the clinic won the Blakesly Award of the American Heart Association, and was chosen to be one of the first recipients of the American Cancer Society's Media Awards for Excellence in Communications.

There were no prepared scripts for any of the clinic broadcasts. As letters requesting copies of scripts continued to come in a year and a half after the clinic was over, I decided it was time to write it all down. To the woman from Florida who wrote: "My sister quit with your clinic after thirty years of smoking, and several unsuccessful attempts. Now I want to do the same. Could you send me whatever material I need?" I can finally say here it is. Everything you need—except your own willpower.

In researching this clinic, and eventually this book, I found help coming from all directions. A particular salute to June Walzer and Dr. Donald Fredrickson for their invaluable expertise and encouragement. And grateful appreciation to the New York chapters of the American Cancer Society, Heart Association, and Lung Association, all of whom also endorsed our original effort.

But the grand award must go to my nonsmoking and understanding wife, who lived through my personal hells for many years, patiently sweeping up the ashes and mending the holes in my suits, knowing all the while that the day would come when she wouldn't have to do these chores any

more. I pass her confidence in me along to you, from one long-suffering and devout smoker to another. Read this book, *do* this book, and you too will be able, at long last, to enjoy a houseful of empty ashtrays . . . and a feeling that, by God, you did it. Whatever that moment will have required, it will be worth it.

The WCBS Smokers' Clinic Book

1 | If at First You Don't...

"Damnit!" I slammed the cabinet door so hard three glasses fell over. My wife, a picture of coolness and calm, said sweetly, "What are you looking for, honey?" "Nothing," I snapped. "Not a goddamned thing!" Then I threw a magazine across the room, kicked the dog, grabbed my coat, and stormed out the door.

It had been eleven hours since my last cigarette. Eleven hours of hell. I thought I was going to *die.* I could stand it no longer. I jumped in the car and headed for an all-night diner. The cigarette machine beckoned as I rushed to get some change from the cashier. Then I pumped in the quarters. "Two packs," I mumbled to myself, "better get two packs. . . . Wait, better light one up before I get the second pack. . . . Oh, boy, can't get the cellophane off. . . . Ahhhhh,

got it. . . . mmmmmmm . . . Boy, does that taste good."

I sucked in a couple of long drags, started to feel a little dizzy, bought the second pack, and got in the car. I finished the cigarette before starting home, and lit a second on the way. When I walked in the house, I was a different person. I apologized to my wife.

"Thank God you're smoking again," she said. "I couldn't have taken much more of that." She sounded resigned, as I guess she had to be. For years she had been trying to get me to quit. This was my sixth all-out, honest, do-or-die attempt. I had failed again.

Actually, I had been all psyched up for this quit attempt. I'd had lunch with a friend, and on my second cup of coffee I lit up the last cigarette in my pack. When I muttered something about being sure to buy more cigarettes before we headed back to work, my friend Steve said, "Why buy another pack?" I was stunned. I glared at him. Why buy another pack? Why breathe? "Look," he continued, unmoved by my shocked expression, "it's New Year's Day. What better time to quit? Make a resolution. You can do it. Who's boss, anyway, you or those damned weeds? Don't buy any more. You don't need them . . ." and on and on.

Well, he talked me into it. Back I went to the office, full of satisfaction at having (again) made the big decision, and full of—well, self-doubt. No, more than that, I was scared. Terrified!

As a dyed-in-the-wool, two-to-three-pack-a-day man for over twenty years, I knew that running out of cigarettes was certain death. Like millions of others, I always made sure I had an extra supply wherever and whenever I went anyplace—a carton at home, a pack in the car. I knew that cigarettes were my lifeline. But now, eleven hours after leav-

ing that restaurant, my resolution had shattered, and horrors, I had let myself run out. That morning I had taken the last pack out of my last carton, and because it was a holiday I hadn't been able to buy an extra pack on the way in to work. Maybe I had taken that for a sign that Steve was right and that this was the "perfect time" to quit.

And now I must face another failure. On Tuesday, January 2, I slinked into the office, trying to avoid Steve. But he found me. "How's it going?" I didn't have to answer—he saw the half-smoked weed in my ashtray. All he could manage was a look much like the look I give my dog when he wets the rug. I was waiting to get hit on the nose with a newspaper, but Steve just shook his head and walked away.

But I wasn't alone for long. During that morning, at least five fellow smokers came up to me to bum a cigarette. What's going on? I wondered. Five—count 'em, five—others in that office of fifty had made the same New Year's Day resolution I had made. They were still clinging to it by a thread, still hadn't bought their own pack of butts. I watched them through the day trying to hold out until they were ready to explode, then rushing around until they found someone with cigarettes—any kind at all—and then they sucked up every last drop. And waited for the next explosion.

By Thursday, all five were back on their own brands, and no one, not one soul, would ever mention anything about trying to quit. It was awful because we all knew, but we couldn't talk about it. We just pretended we hadn't really tried to quit . . . not yet; it hadn't been the time.

But way down inside, we also knew that we were members of that not-so-small group of unfortunates who just *couldn't quit.* No matter the consequences and whatever the

rationalizations, we were all destined to go through the rest of our lives chained to cigarettes. We were powerless to change our futures. We were sunk. And we all really believed that. Especially *me.*

The Status Seekers

We are all products of our past, and my past is littered with a trail of burned-out cigarette butts. From the first pack of Luckies my eighth-grade buddies and I chipped in for and smoked on the Q.T., to the cartons I was now stocking up on, I was the victim of a life pattern. My mother had smoked, not heavily, but enough to leave the odor of tobacco on her breath. It fascinated me, and I remember vividly trying to hang around her while she smoked. Naturally, when I was old enough to scrape up a few cents for my own weeds and to light a match without burning my thumbs, I rushed out to light up along with my cronies. It was, after all, the thing to do.

Pretty soon I was a pack-a-day boy. All my smoking, however, was done away from home and out of school. Sen Sen was one of the biggest sellers at Moe 'n' Archie's candy store. I remember the thrill of dizziness that would hit me when I took that first cigarette after school. Oh boy! So this was what it was all about.

I remember my father, a well-meaning but overworked man, trying very hard to show he understood our youthful indulgence. "Son," he told me, putting his arm across my shoulder, "I know you're at an age where a lot of your friends are smoking, but I don't think you should smoke. More important than that," he added confidentially, "I don't want you to sneak around smoking. I don't want you to smoke, but if you feel you have to, then I want you to do it openly, in front of me." "Sure, Pop," I said. "I understand, but don't worry." Two days later, when I walked into the house smoking a cigarette, my old man beat the crap out of me. "But, Pop," I protested, "you said—" *Wham!* "Never mind what I said!"—he punctuated his whacks—"Who do you think you are?"

And that was the key. I thought I was a big shot. Smoking gave me status, and certainly the right to smoke in my house instead of behind the school would have given me super status. But the status of youth gave way to the habits of adulthood, and after not too many more years I found myself a member of a not-so-exclusive group of hopeless smokers, who shared the common misery of being hooked forever.

If Only I Could Do It

"How are you feeling?" I asked. Dave had been out sick for about a week, and he still looked kind of peaked. "A little shaky yet," he said, "but better. You know, I was so sick I

couldn't even smoke for the whole week." Not smoke for an entire week? My God, if I could go without smoking for an entire *day* I'd quit forever! The last time I was so sick the cigarette smoke hurt my throat, I quit for about four hours before switching to menthol, noting that menthol is good for you when you have a cold. I ended up smoking as much as ever, and now I was hooked on the damned menthol.

I tried cold turkey a couple of times, to no avail. Another friend quit with one of those pills you take every time you want a cigarette. I tried that, got terrific headaches, and craved cigarettes more then ever.

Then there was Charlie. Charlie was such a heavy smoker his arm seemed locked in a bent position, fingers pointing toward his face. He even smoked in the shower. His wife claimed he even smoked when . . . Well, he denied it, but we thought it was probably true.

Then one day Charlie looked sort of different to me, kind of like when a guy shaves off his mustache and you're not sure why he doesn't look the same as he did yesterday. Well, that's how Charlie looked to me. I stared and stared. Then I went up to him and said (what else?), "Charlie, you look different to me. Something's missing." That's what I said. He smiled a little cat-that-ate-the-canary smile and said, "Guess." Well, as I finally had to see, the difference was that he was no longer walking around with a stream of smoke rising from his right hand. Old Charlie had quit smoking.

I couldn't believe it. "I can't believe it." That's what I said. "When?"

"This morning."

"Oh, hell, this morning. You'll be puffing away by this afternoon." I walked away in cynical disgust.

Days passed. Charlie still wasn't smoking. I was amazed.

I decided to give him the acid test. I lit up and went over to his desk. "This bother you?" I asked as I blew some freshly inhaled smoke past his nose.

"Nope!"

"Doesn't make you long for a cigarette?

"Nope!"

"Not even a little?"

"Nope!"

"You don't miss them?" I was getting annoyed.

"Not a bit." He smiled.

"Okay, I give up. How'd you do it?"

"Simple," Charlie said triumphantly. "I went to a hypnotist."

A hypnotist! Of course!

I copied down the information on a scrap of paper and made an appointment for the next day. It was expensive, but I figured it was worth it. Even though I didn't really want to give up cigarettes, I wanted to quit smoking. I don't know if that strange, confused thinking makes sense to you, but those two feelings are not—at least as far as smokers are concerned—mutually exclusive. What I really wanted to do was give up the cigarettes I *didn't* enjoy, and keep smoking the ones I did. Only a smoker can understand what I mean.

Look Into My Eyes

I didn't know what to expect when I showed up at the hypnotist's office, but I was nervous. I had made an early appointment and gone there directly from home, planning to have the last cigarette of my life just before I went in to be mysteriously exorcised of my addiction to smoking.

As soon as I walked into his office, I knew I was in trouble. Giant NO SMOKING signs seemed to leer at me from all

directions. They all had "PLEASE" tacked on, but to me they shouted rudely, NO!! SMOKING!!

After waiting restlessly for what seemed an eternity (of five minutes), I decided it was time to have my last cigarette ever. I was slipping out the door when the nurse said, "You can go in now, Mr. Athens." I'm sure she was polite about it, but to me it sounded like a smug command. Sort of like Nurse Ratchett telling me it was time for my medicine.

And so I walked into the valley of the unknown, and what transpired was truly amazing. Details like this are for another book altogether, but I will say that two visits to the hypnotist in two weeks taught me several things. For one, hypnotists make good money. For a second, being hypnotized is a very interesting experience. And for a third, hypnotism doesn't work. That is, it didn't work for me. It *did* work for Charlie, so we must try to understand the difference. When Charlie went to the hypnotist, he was *ready* to quit. Perhaps for some medical reason, he *had* to quit.

I didn't have to quit. I didn't even really want to quit, just wanted to cut down somewhat. And finally, I expected the hypnotist and my subconscious to do all the work. I contributed little or nothing to the effort. In fact as soon as my first session was over, I rushed out to my car to have that *last* cigarette I had been "cheated" out of in his office. Nobody was going to cheat me out of my last cigarette!

The Polyester Connection

The knit suit has probably done as much to get people off cigarettes as the Surgeon General's Report. It has always amazed me how the slightest, smallest little ash can make such a big, neat hole in trousers. Ties also are very vulnerable to smoker's droppings. I bring this up for one good

reason. My wardrobe and a horrible, still unidentified disease led to me to find a better way. Having completely exhausted both pairs of pants on every two-pair-of-pants suit I owned, and having come down with the most horrendous

case of chest and head and throat yuckies* I can ever remember, I decided once again that it was time to quit.

Once again, I called my friendly hypnotist. (It was now some years after that first bout.) "Doc," I wheezed into the phone, "remember me? Art Athens? I have to see you right away. This time I am really ready to quit smoking."

"I can see you," he said, "but not until next Tuesday."

"That's too late," I pleaded. "I'm ready now. I must do it now!" I took another puff and choked and coughed, not even for effect.

"I'm sorry," he said, sounding truly sympathetic, "but there is no way I can see you before next Tuesday."

Tuesday it was then, but by next Tuesday my yuckies had left me, my throat was better, and I had bought two new suits. I was, so to speak, out of the mood. Fifty bucks later, I blamed it all on his inability to see me when I was *really* ready.

What at that point seemed like an excuse I found in time to have some truth in it. As I had vaguely sensed, after comparing Charlie's success with my failure, if one is not psychologically ready to quit smoking, then one is embarking on a battle not only against smoking but also against oneself. You are trying to do something you don't really want to do. It is hard enough to break a habit like smoking willingly. Taking on both the habit and your own conscious mind is too much.

When you are finally ready to quit, convinced that the time is right, disgusted with yourself for being hooked so

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*Yuckies (pronounced *yuh'kēz*) is a youthful word describing something for which there is no scientific definition, which makes you feel . . . well, yuckie. Things can also look yuckie or taste yuckie. To adolescent boys, girls are yuckie (and probably vice versa).

securely to such a stupid little accessory, then you must find the way.

In all my life, even at those times I thought I was "finally ready" to give cigarettes up, I could not find the way. The New Year's Day experience was the last straw. My nagging cynicism kept at me. There *had to* be a way to quit. Somewhere out there was the most painless method—one that would really prove effective, one that would break the habit forever. I was determined to find that method.

The Quest

It had always annoyed me to see those public-service QUIT SMOKING promos on television—you know, the ones that come on between the movie reels after midnight.

"I quit. It was easy. Why don't you?" Sammy Davis, Jr., would dance around, hum, sing, and tell us how great he felt. "I quit," he would repeat. "*How? Goddamnit, how did you quit?*" I would shout back, but Sammy wouldn't answer; he would just fade out or segue to a used-car commercial.

Or how about the one with the guy coughing and wheezing over the warnings about emphysema? "Don't smoke. . . . It's a matter of life and breath." would come the ominous offstage voice. "I *know*, damnit!" I would shout. "But wait, don't leave. Tell me how! *Rats*!" The voice was gone. I lit a cigarette. "Why," I would ask myself, "do they bother me with that bullshit? It's easy for them to say. They aren't hopelessly trapped like I am, destined to spend the rest of their lives on the cold end of a cigarette."

That's what I would say.

But now, by God, with my quest decided, I could stop saying it to myself. I would speak out and say it to THEM—that unseen group of plotters and planners who spend their

lives reminding people like me that they have the secret to quitting . . . but won't tell it. I would use my head by using my job. Here I was, a radio news reporter in one of the biggest cities in the world. Out there, at the end of my voice, had to be millions of people in the same fix I was in. I would make my quest their quest. I would find the better way and put it on the air. A radio clinic several times a day for two, maybe three weeks.

I set up a meeting with officials from the New York heart, lung, and cancer associations. Over a Chinese lunch, I unfolded the grand plan. If they and their experts could convince me that I was not a hopeless smoker and help me find a way to quit, I would broadcast it to millions of listeners, a great many of them smokers. And as I quit, so would the world! What I neglected to say was that I was afraid to do it alone, and if I failed again (as I was sure I would), I wanted lots of company.

I learned a few things immediately. One of these high-ranking officials admitted he had never smoked in his life, although he was sure that it would be easy for him to quit if he had to. Another said, "Why don't we tell everyone it's *fun* to quit?" "Fun, my foot!" I retorted, almost choking on my egg roll. "It's anything but fun. And if we don't tell these dyed-in-the-wool smokers what an agony it is, then they'll realize that we don't know what the hell we're talking about!" Impulsively and inadvertently I had laid down the most important ground rule of the project—total honesty.

It was hard to get some of the health people to come around to my way of thinking. We started off organizing a list of DON'TS to be followed faithfully through the project, but what it eventually became was a mix of NOTS, ARES, and COULD BES. It went something like this:

We would NEVER say it's EASY or FUN to quit; we would characterize the process as little as possible, because the difficulty of quitting varies from person to person.

We would rarely talk about whether or not one SHOULD quit, and we would never try to scare or shame anyone into quitting. If there was one thing I had always resented as a smoker, it was being told I was a fool, was killing myself, was weak-willed, and so forth. I didn't want to instill that resentment in listeners, and the others agreed.

I learned that two out of three smokers want to quit, have tried and failed, or have never tried because they didn't know what to do. So I figured we really didn't have to do a selling job to convince people to quit. All we had to do was convince them (and me) that it was in fact possible to do so.

A lot of preliminary discussion on method and style over the next few weeks brought us to two experts in the field. One, Dr. Donald Fredrickson, then project director of the Inter-Society Commission for Heart Disease Resources, now on the faculty of New York University Medical Center, had been a pioneer in the formation of mass quit-smoking groups long before anyone had ever heard of SmokEnders. The other expert, June Walzer, gained her expertise as the leader of quit-smoking clinics sponsored by the New York chapter of the American Cancer Society. June has to be one of the most enthusiastic women I've ever met.

With June egging me on, and Fredrickson knocking down all my fears with sheer logic, we began a three-month brainwashing process during which I played devil's advocate (it was typecasting) and they tried to convince me I could quit

smoking, even after my long history of failure. Every time I thought I had them, they turned the tables on me . . . and before it was all over I was as enthusiastic as June Walzer about the possibility that even *I* could give up smoking. And that I would not *die* from it.

Getting with It

"Suppose you got up one morning," Dr. Fredrickson asked me during one of our early sessions, "and you heard on the radio that because of the effect of aerosol sprays on the ozone layer, some strange virulent anti-tobacco germ had permeated the earth's atmosphere and had caused all the tobacco in the world to disintegrate. You rush to your pack of cigarettes and all you find is that thin white paper and some dust. You rush to your bureau drawer and grab for your spare carton. *Nothing.* All the tobacco in the world has been destroyed. You can never smoke again. WHAT WOULD YOU DO?" Fredrickson looked me right in the eye. He was serious. Oh, God, I thought, what a hell of a way to start the day. "I'd survive," I answered hesitantly. *"Of course you'd survive,"* he bellowed.

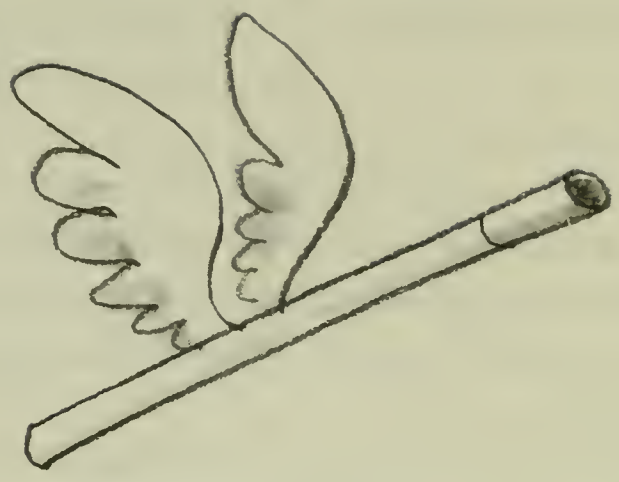
And that, my friends, is what we call the bottom line. As unlikely as it may seem, if someone or something suddenly made it impossible for us to ever smoke again, we'd survive. Now, I don't expect you to buy that as the end-all convincer that you can quit smoking. There was no doubt in my mind that before my survival was assured, I would suffer a lot. Endless, excruciating suffering—the kind nightmares are made of. Even now, as I write this, I cringe at the thought of having my cigarettes suddenly snatched away from me . . . and I don't even smoke any more.

There isn't a one of us who hasn't rooted through ashtrays for a usable butt, begged a smoke from a total stranger or a

drag from a co-worker—just enough to see us through to the elevator and downstairs to the lobby newsstand to get some more. "Oh, God, I forgot to get cigarettes" is an international phrase as well known as "Where's the toilet?" I've gone so far as to miss the opening curtain of an eagerly awaited musical because I couldn't bear the thought of sitting in the theater (where smoking is prohibited) without a cigarette on hand "just in case" . . . also so I could light up as the curtain came down (God forbid I should wait until I got out of the theater, with all those uncaring people blocking the aisle).

The reason I'm telling you all of this (in case you were wondering, Why is he telling us all of this?) is so you'll know that I know. I understand. I went through it all. Not once, but dozens of times. Even now I repeat to myself, I am not a nonsmoker, I am an *ex-smoker.* And there's a big difference. In this book, as in the broadcasts, we will hold hands every step of the way. Your pain is mine, your suffering is mine, your doubts and fears are mine. Because, as I learned through my research, ONLY A SMOKER CAN UNDERSTAND ANOTHER SMOKER. That's why it took six months to research this clinic. I had to answer every question, allay every fear, and satisfy every doubt that *I* had.

One of the first things I wanted to know was why I smoked—why, in fact, everybody who smokes, smokes. What's in it for us? Are we addicted, crazy, masochistic? The answers started to come out of the research we did, so let me give that to you now. Then you can understand, as I came to understand, the whys and wherefores, before we get on to the hows. It's important you start off with the same understanding I had. As you turn the page to read Chapter 2, ask yourself one question: WHY DO I SMOKE? Then light up and follow me.



2 | The Magic Stick

"We smoke more than we do anything else except breathe!" June Walzer made that statement while serving as a consultant to the broadcast clinic. Think about it! If you're a hard-core smoker, in your waking hours what DO you do more than SMOKE? Yet many of the smokers I talked with while we were putting the clinic together, even while they accepted this remarkable fact, still had *no solid reason* for their habit. Some said simply that they liked it. Some said they didn't like it but were hopelessly addicted. Others said it gave them something to do with their mouths or hands. Some attributed the habit to insecurity. Whatever, for each and every smoker there was a deep and personal need to keep puffing away, or at least a gnawing compulsion preventing him or her from stopping.

Let's start off with a simple, fundamental fact: Smoking is a HABIT. Psychological, physiological, whatever—it is a habit. Perhaps we can understand "habit" better if we look it up in the dictionary. I'll save you the trouble. The unabridged edition of the *Random House Dictionary of the English Language* defines it as "compulsive need, inclination, or use; addiction . . . an *acquired* [emphasis mine] behavior pattern regularly followed until it has become almost involuntary." I can see you nodding your head in agreement. "That's it, all right. That's why I smoke. A behavior pattern that has become involuntary. An addiction." Well, almost, but not quite. If we have a habit, there must be a reason for it, right? Try this on for size: A cigarette is *magic.* It is a *magic stick* capable of performing any function we want it to.

How did I get from habit to magic? The two are not as disassociated as you might think. We'll talk more about the habit part later in this chapter, but in order to understand the habit we have to look at the magic it brings into our lives—the magic we transfer to that little roll of tobacco.

One reason it's so difficult for us to break the smoking habit is because—let's be frank—we don't want to give up the smoking *benefits.* Why should we? The benefits one gets from his or her cigarettes are as widely varied as the snowflakes of the blizzard of '78. (I could also say as beautiful, and I could make the analogy that these little beauties taken one at a time are okay, but that when you lump them all together, as the snowflakes were lumped together in the blizzard of '78, the results are just as devastating. I *could* say that, but I won't.)

Now, you probably don't consider yourself a magician or wizard of any kind. But just think about the magic you make your cigarette perform.

When you're nervous, you light up and the cigarette calms you down.

When you're uncomfortable, you light up and you feel more relaxed.

When you're stuck for an answer, you light up and then you can talk.

When you're embarrassed, you light up and the cigarette miraculously absorbs the embarrassment.

Wait! There's more!

When you have to face the boss, what's the first thing you do before entering his office? LIGHT UP! Why? It gives you COURAGE!

When you're lonely, you light up and it keeps you company.

When you're in a crowd, you light up and it makes you a better conversationalist.

When you're waiting, you light up and it makes the time go faster.

When you're on the go, you light up for that extra energy and momentum you need to keep going.

What hard-core smoker can get through a telephone conversation without a cigarette to help him or her keep pace with the patter?

If you have read this far in this book and have not lit up, I am indeed surprised. For what better a companion in quiet solace than your old friend, Mr. Cigarette? THE MAGIC STICK.

It does wonders. How could we get through times of crisis without our potent pal? *No way!*

So it's our pal, our buddy, our benefactor. It does it all! More loyal than any friend, our magic stick is always there when it's needed (provided we always have a carton stashed away, and an extra pack in the car).

As June Walzer told me: "You have sort of created an illusion for yourself. The cigarette has become anything you want it to be. You have endowed the cigarette with special powers, so it can do anything you want it to at any time . . . and that's why it's so hard to give them up."

Without belaboring the point, I'd just like to quote two of the smokers I interviewed. I asked them what they felt their cigarettes did for them.

"The warmth, the holding of the cigarette, the sucking in . . . it calms me, relaxes me. I find I smoke more when I'm upset."

"I get pleasure from it . . . from holding it . . . from inhaling the smoke . . . from the false relaxation I derive from it."

Both these smokers found their cigarettes relaxing, but notice that the second smoker qualified it as a false sense of relaxation. And he was right. There is *nothing* chemical in any cigarette (at least not in the ones you can buy on the open market) that in any way relaxes you. In fact, physiologically speaking, cigarettes are a stimulant. Heart rate and blood pressure go up when you light up! It's all in your own mind. It's that *magic* again. Yet, even though it is all in your mind, it is of course all very real to you. As it was to me.

June went on to make the point that every smoker is different: we smoke for different reasons and have different smoking patterns. Some smokers can give up cigarettes more easily than others do, depending on how important a part of life cigarettes have become. It's a question of how far one has gone in mastering the magic sticks—how many different things one can make them do on how many different occasions.

I cringed when I thought of all the good things I'd be giving up, and it took me a long time to accept the fact that

all those benefits I got from the cigarettes were there because I PUT THEM THERE. They didn't really exist, except as the magic of my magic sticks.

Those Darkest Reaches of the Mind

I recently did a story for CBS about a couple of psychologists who had developed a subliminal programmer that was hooked into the background music system of a major eastern store chain. It kept telling customers, "I will not steal . . . I am an honest person" over and over again. This very real suggestion could *not be heard* by those in the store. They were not consciously aware of it. Yet that unheard, unseen message, said the doctors, cut shoplifting in that chain of stores by over 30 percent.

For most of our lives we have been seduced into thinking and feeling that smoking is sexy and fun because it is done by good-looking, active, with-it people. It's not so bad these days, what with cigarette advertising being limited to newspapers, magazines, and billboards, but in the TV and radio days, all we did was sing those jingles and watch those leggy women dip their dainty toes in some babbling brook while being eyed lustily by some tattooed cowboy or jet-set lothario. They just smiled and smoked.

Even now, the sexy, attractive people you see smoking in advertisements are always having fun, generally in some gorgeously "natural" or affluent setting. They are always doing something pleasurable, and they are always so damned healthy-looking. And as we are pounded with these images, we start to believe (subconsciously) that in order to be happy, healthy, good-looking, natural, and affluent, we have to smoke.

In his book *Subliminal Seduction,* Wilson Bryan Key goes

even further, alleging that there are sexual messages hidden in the advertising, diabolically put there by skillful Madison Avenue masters of the airbrush. Tiny phallic symbols and even the word *sex* are, says Key, deftly worked into the picture to make an erotic suggestion we aren't even aware of.

So we have been programmed through this constant barrage of sex-fun-wealth-and-health-oriented advertising to connect cigarettes with all such good things. We don't even realize it, but we fear, among other things, that giving up cigarettes will mean giving up all that health, wealth, and happiness, and that sexy mate sitting by that mountain stream. Or at least giving up all *hope* of attaining them. We fear that if we give up cigarettes, we will never be able to be like the folks in those ads, or if we are already like them, we are afraid that it will all suddenly disappear. Now I know you aren't sitting there consciously saying, "Gee, if I give up my cigarettes, I'll never be like THEM."Of course not! It's all subliminal, in your subconscious. Tied to all the other drives to smoke is this underlying image of what smokers are like. It makes us think that nonsmokers *aren't* all those good things. Now, I can't tell you to get such thoughts out of your mind. Millions of dollars have been spent to put those images there. But I can and do warn you to be aware of this hidden fear. And as this clinic progresses, we will sneak up on it . . . and destroy it!

Nothing to Fear but Fear Itself

Overcoming that FEAR of quitting was probably the biggest hurdle I faced. I had resigned myself to the fact that no matter how badly I wanted to quit, I just couldn't. It was impossible. That's why June Walzer told me: "It's not an incurable disease, it's just a habit. It's something that you

learned, and now you have to go through the process of UNLEARNING IT. And when you start doing that, it can become very uncomfortable, because here you've formed an attachment and you really believe that it does something for you in these actual situations . . . or you believe you can't live without it. So you have to experience the fact that you can."

I had to think back on what Dr. Fredrickson told me: that if all the tobacco on earth were suddenly destroyed, I would survive. But even he had to admit that the smoking habit is

a tough one to break, because it's not your ordinary everyday habit. "We have lots of habits," Dr. Fredrickson told me, "and most of them we perform routinely, such as brushing our teeth in the morning, or shaving. We *learn* these habits, but if you suddenly had to *change* them—for example, brushing your teeth with your left hand instead of your right—you could make that change. It would take a little bit of doing, but it wouldn't be *anything* like breaking the cigarette habit . . . because THERE IS NO EMOTIONAL PAYOFF TO BRUSHING YOUR TEETH."

HOLD EVERYTHING! What have we discovered here? Smoking is a habit, just like brushing your teeth. The one difference is that when you smoke, you DO get an emotional payoff (reinforced and triggered by that barrage of subliminal advertising). But it's still a HABIT . . . and having been *learned* like any other habit, it can be *changed* like any other habit—only with a lot more effort and planning because of that emotional payoff.

Now, the way we are going to do it is not by trying to break the old habit, but rather by trying to LEARN A NEW HABIT. And that new habit is NOT SMOKING. I know it sounds crazy, but think about it. We will be learning to drink coffee WITHOUT a cigarette. We will learn to talk on the telephone WITHOUT a cigarette. We will learn to live *without* cigarettes. *Don't panic*! We had to learn to live with them! It took years. Now it won't take years to learn to live without them—just COMMITMENT! And if thinking about that commitment causes the old fear to well up in the pit of your stomach, just keep saying to yourself, "I'll survive. . . . I'll survive. . . . I'll survive."

And here are some more reassuring thoughts from Dr. Fredrickson. Many people get frightened about quitting be-

cause they think they have to give up cigarettes all at once. Dr. Fredrickson points out that this is far from necessary, although there are some people who can stop smoking right off the bat, cutting their consumption to zero almost immediately, and succeed. But, adds the good doctor, "There are many people who can't. And they shouldn't try. The only reason people get upset or panic when they think of stopping is because they believe the only way to stop is to stop suddenly. And that just isn't true." After all, for all those years it took to get the habit going, isn't it a little unreasonable to think of giving it up all at once? I think it is. So we will do it gradually—and we will do it as painlessly as possible. But it will not be a breeze. As June Walzer points out, it can be easier to give up sex than to give up smoking, because sex you do at a particular time in a particular place, with a particular person; smoking, on the other hand, you do all the time, anyplace, with everyone.

Okay, enough anticipation of how difficult it's going to be. What we need now from you is that commitment. If you are going to try to quit smoking with this book, you have probably tried and failed before. Are you really ready to try again? Remember, this book comes with no guarantee. If you go into this program halfheartedly, with no motivation, IT WILL NOT WORK! YOU WILL FAIL! June Walzer, in conducting the American Cancer Society clinics in New York, saw thousands of smokers without that commitment try and fail. But then there were those, many of them convinced they couldn't do it, who found to their surprise that they could. MOTIVATION IS THE KEY. "There are a lot of people who don't really want to stop smoking," Walzer says. "You have to want to. The most important force in stopping smoking is the desire to stop, *not* a fear of what's going to happen to you

if you continue smoking. You have to want to stop for some reason that is intensely personal to you. You can't stop smoking for anyone else's reason but your own."

What's in It for You?

I have not preached to you, nor will I preach to you at any time about the harmful or undesirable effects of smoking. I didn't want to hear it, and I'm sure you don't either. But if you're ready and willing to make the commitment, let me give you two positive pieces of medical information that might just spur you on.

Scientists have now discovered that when a smoker stops smoking, the lungs START CLEARING UP IMMEDIATELY. Depending on the amount of damage, within six to twelve months a most important change takes place. Abnormal cells (those which most physicians believe are precancerous) begin to shrivel up. In rapid time, these cells disappear almost completely. WITHIN A YEAR AND A HALF TO TWO YEARS, IT IS AS IF YOU'VE NEVER SMOKED AT ALL!

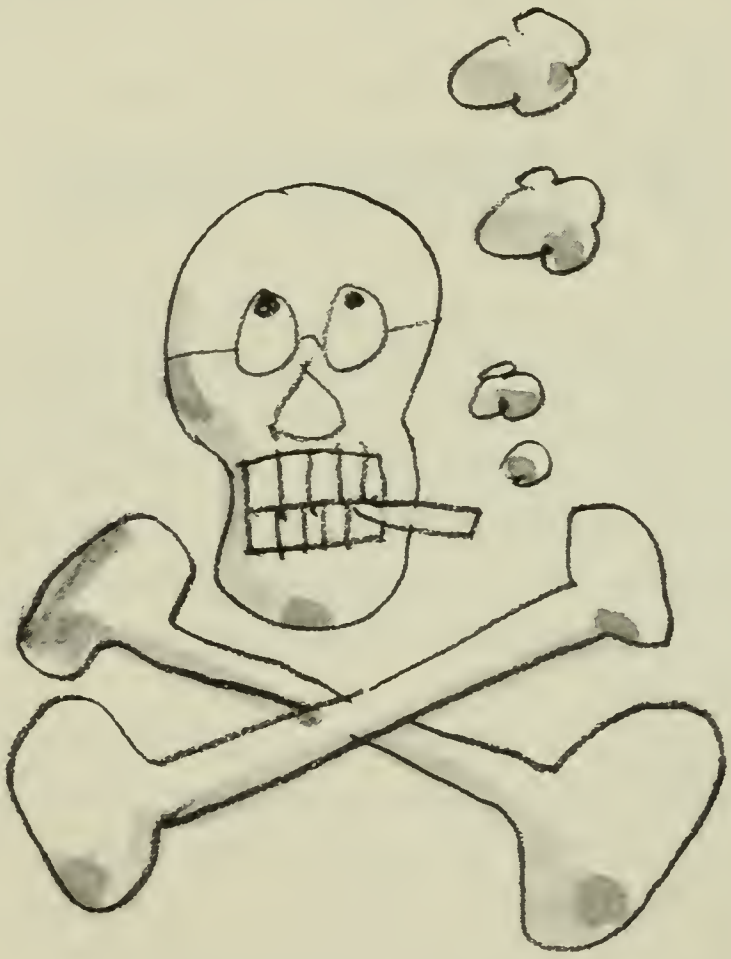
The second bit of information should have particular meaning for middle-aged men (though it applies to all smokers). It has now been scientifically established that the risk of having a heart attack drops by *50 percent* in the first year after you have quit smoking. So there is an immediate payoff to the middle-aged man moving into the high-risk category. You can no longer say, "It's too late for me now," for these recent discoveries show that it's *never* too late. Dr. Fredrickson likens the repair phenomenon after quitting cigarettes to "putting the pin back in the grenade." Two years after quitting, you can be in the same shape as someone who NEVER SMOKED. Now *there's* some motivation for you.

One More Piece of Advice

Some people have a tendency to plunge headlong into a lot of ambitious self-improvement programs all at once. You will probably find this to be self-defeating. Concentrate on one habit at a time . . . for now, NOT SMOKING.

WARNING

Do not try to read this entire book at once! Rather, take each clinic chapter ONE DAY AT A TIME. DO NOT READ AHEAD TO THE NEXT CHAPTER UNTIL YOU HAVE COMPLETED THE DAY OF THE PREVIOUS CHAPTER. NOW READ ON. . . .



3 | Getting Ready

Okay, I'll admit the warning on the previous page sounds ridiculous. How can I stop you from reading the whole book right now—today? After all, you've paid for it, it's your book. You have a right to read it any way you please. I can't argue with that. But I can say that if you do read ahead, you will probably end up having wasted your money. This is not an idle threat.

First of all, it is *imperative* that you follow all the instructions set forth in this book TO THE LETTER, no matter how silly or pointless they may seem at the time. If you cannot follow this first simple admonition of one chapter a day, then perhaps your COMMITMENT to succeed is not strong enough, and you will probably disregard OTHER INSTRUCTIONS just as blithely, thereby ensuring your failure (which

you can then blame on the book—we smokers are great at coming up with excuses).

Second, if you read ahead, even a few days, you will in all likelihood scare the hell out of yourself. There are many things you are just not ready for now, either psychologically or physiologically. You will think them impossible tasks . . . and will give up now. The whole point of this clinic is that we are trying to learn a new habit *gradually* and thereby replace an old one. So don't psych yourself out before we've even had a chance to get going.

Before I set forth the other rules for this clinic, let me again give you something of my own experience. ONE WEEK after this clinic started, I no longer died for that first cigarette in the morning. TWO WEEKS into the clinic, I could actually walk away from the dinner table without smoking. And at the end of the clinic, LESS THAN A MONTH after I started, I WASN'T SMOKING AT ALL! It does work, and since it's designed *for* smokers *by* smokers, just about every little pitfall has been considered and dealt with. I found the biggest pitfall of all was CHEATING. While I hate to drag out old clichés (or even new ones, for that matter), remember: If you cheat, you are only cheating yourself. You may THINK you've proven what you've said all along—that you are just a hopeless smoker destined to keep it up for the rest of your life—but deep down you'll know that you've cheated and that you really could have made it if only you'd played it straight. Okay, that's enough moralizing for now. Let's get on with it.

The Buddy System

A buddy, in this case, is someone who can quit along with you. While you can go through the program without one, a

buddy sure helps. In fact, a buddy will probably make things twice as easy for you. So if you hadn't considered it before, NOW IS THE TIME TO FIND A BUDDY. It can be a husband, wife, co-worker, friend, neighbor, teammate, card-playing crony, son, daughter, uncle, aunt—whoever.

In fact, the more buddies, the better. How about your bowling team, the gang at the gas station or in your social club—or better yet, THE PEOPLE IN YOUR OFFICE. Why not have a talk with your boss (if you're the boss, have a talk with *your* boss)? Show him this book. Wouldn't it be a gas if he was to buy every smoker in the office one of these books (that would certainly make *me* very happy), get everyone to try the program, perhaps have a contest?

In all seriousness, when I broadcast this clinic, we had all the smokers in entire companies taking a radio break at ten-twenty every morning so they could get that day's instruction. And it worked!

Now, if you are doing this as a group, it is best to break the group down into twos or threes, and be sure to exchange phone numbers. As you'll see later on, you will need to contact your buddy at odd times. Which leads to another point: It's best to find a buddy with patience and understanding, and one with the same level of commitment you feel. A buddy who isn't really committed can turn sour and drag you down.

So if you haven't got a buddy, go out and find one, or get the office gang or whatever group together—and believe me, you'll only be helping yourself. Go ahead and take care of that now . . . I'll wait.

Now that you have a buddy, we are all set to move on. Just make sure your buddy has read everything you've read up to this point.

If you have no buddy and no way to get one, then, as I implied before, you *can* do the program without one. We have also found that people sometimes find a buddy a day or two after they start. That's okay, too.

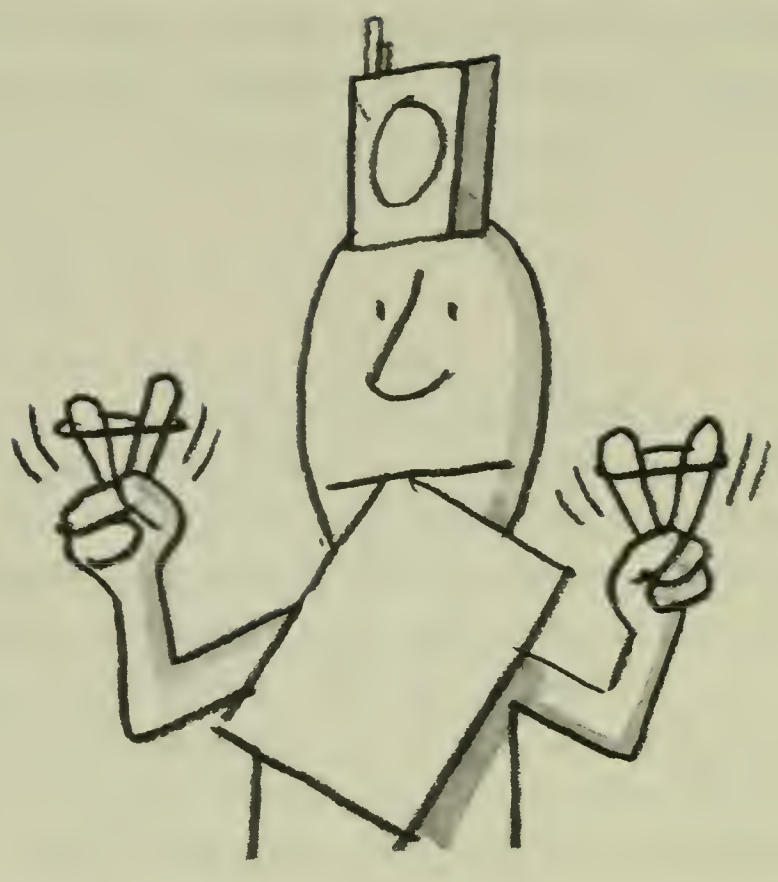
So When Do We Start?

The program is designed to coincide with the standard workweek. Plan to make Day One a *Monday*! If you happen to work Tuesday through Saturday, and your weekend falls on Sunday and Monday, then plan to start the program on Tuesday—or on whatever day is the first of your workweek. Again, this is not mandatory, but it will make things simpler for you. So if today is only Wednesday and you have no buddy as yet, you still have a few days to find one.

One more important thing about the start date. DO NOT—I repeat!—DO NOT attempt to quit smoking while you are on vacation. It is always tempting (and seemingly logical) to say to yourself: "I'll quit while I'm away from the daily pressures of the office, home, kids, etc." WRONG! Being away from all these things means that your are also away from the very environment in which you must live on a day-to-day basis, for most of your life! You SMOKE in that environment *all the time.* Even if you could quit while on some sojourn to a fair isle, once thrust back into your regular lifestyle you would probably find yourself crumbling like a year-old Winston.

Besides, waiting for "the right moment" to quit is just another way of avoiding the ordeal. You tell yourself you'll wait till you close that big deal or till you get that new car or till the baby comes . . . and so forth.

Don't wait. Face reality, and quit where you live.



Getting It Together

In addition to your buddy, you will need a few simple items to start the clinic program.

1. TWO STRONG (but not heavy-duty) RUBBER BANDS
2. ONE FRESH, FULL PACK OF YOUR FAVORITE BRAND OF CIGARETTE
3. A WRAP SHEET (an 8½-by-11-inch sheet of paper, lined or unlined, more or less like the one on page 33)

You will need ONE WRAP SHEET for EACH pack of cigarettes you smoke. But if you've been a two-pack-a-day person, that doesn't mean you're going to need two sheets a day—you're trying to quit, remember? So tear some pages out of your kid's school notebook and spend this evening making a few wrap sheets. Or you can run some off on the office Xerox machine.

Wrap Sheet

Date _____ Pack No. _____

Cigarette Number	Time	Activity	Rating* #1, #2, or #3
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

* Rate according to this scale:
#1. Essential cigarette; couldn't do without it
#2 Average cigarette; nice but not essential
#3 Reflex-action cigarette; would not have missed it

Now there remains but one thing for you to do! THROW AWAY ANY CARTONS. That's right! Throw them away! Waste of money, you say? Well, hell, how much have you wasted burning them up? Believe me, this will be the first step in *saving* you money. From now on, you BUY THEM BY THE PACK (in the good old days, I'd have had you buying them by the piece).

Okay, class, I suppose you realize this is your first chance to CHEAT (and we haven't even begun yet). It would seem to make a lot more sense to just hang on to that carton, maybe taking only one pack to work with you instead of the usual two or three, but at least using them up before you start buying by the pack. Sure, that makes sense. Only it's not good, and it's not the way we're going to do it. (Notice how my tone has changed from nice, friendly, understanding fellow smoker to tough, single-minded, arrogant instructor?)

There is a reason for starting off buying them by the pack, one I will explain later. It would not be good for you to know right now. So just do it! Blind obedience is what I need. More than that, I need you to *trust me*! Please! Believe me, I've been through this. So trust me, throw your carton away, and let's get moving with DAY ONE.

NOTICE

Each "Clinic Day" refers to the current day of your effort—that is, if you start this clinic on Monday, "Clinic Day One" will refer to Monday as "today" and Tuesday as "tomorrow." When Tuesday's clinic ("Clinic Day Two") makes mention of "yesterday," it is referring to Monday, and "tomorrow" means Wednesday.

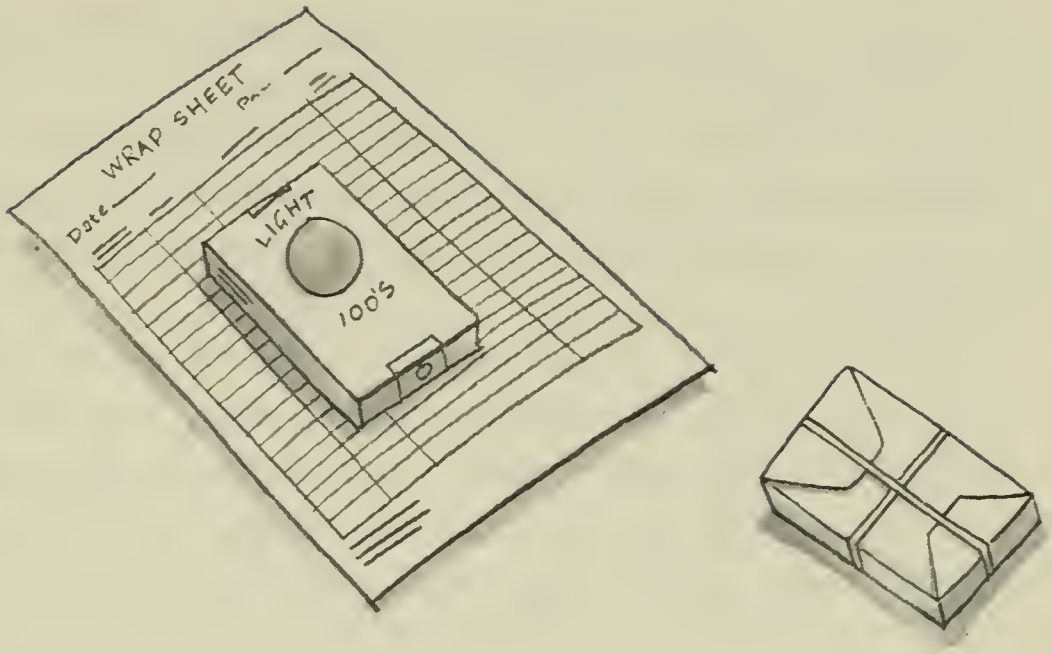
IT IS A GOOD IDEA TO READ EACH "CLINIC DAY" THE NIGHT BEFORE THE ACTUAL DAY, SO THAT YOU WILL BE PREPARED IN ADVANCE. Then reread it the next morning, when it takes effect, and perhaps again that night preparatory to reading the next "Clinic Day."

4 | Clinic Day One

Ready to take the plunge? I assume you (1) have your buddy, (2) have thrown out your carton(s), and (3) have on hand one pack of your favorite brand, two rubber bands, and one wrap sheet. I also assume it is Monday morning (or Sunday night, if you're reading this in advance), and you are preparing to start your usual daily routine.

Here, then, is Step One—and don't laugh. It is probably the MOST IMPORTANT STEP in this clinic.

WRAP YOUR CIGARETTE PACK IN THE WRAP SHEET. Wrap it neatly, as shown in the illustration, and put one rubber band lengthwise and the other crosswise on the pack. Now place the pack in your pocket or wherever you carry them. And stop snickering! At first it seemed as ridiculous to me as it does to you, but it is ESSENTIAL.



DON'T WRAP THEM HALFHEARTEDLY. WRAP THEM CAREFULLY, EVEN LOVINGLY.

Of course you have a right to know WHY you are doing this. Here it is: You are about to become aware (probably for the first time in your life) of EVERY TIME YOU SMOKE. You are going to *know it* every time you reach for a cigarette. Remember what was said about the MAGIC in the cigarette? Well, this is even *stronger* magic. It will simply amaze you!

What to Do When You Are Ready to Light Up

That craving hits. Now what? It's very simple, but you must follow these instructions *exactly!*

1. Unwrap your pack of cigarettes.
2. Remove ONE CIGARETTE from the pack.
3. Lay the cigarette aside.
4. Take a pencil (or pen).
5. Write on your wrap sheet, in the appropriate columns, the TIME OF DAY and the ACTIVITY (what you are doing at the moment—talking on the phone, sitting at your

desk, thinking, waiting for a bus, drinking coffee after breakfast, just getting up, or whatever).

PUT THAT CIGARETTE DOWN, YOU'RE NOT FINISHED YET!

6. Write down the VALUE of the cigarette. This requires some thought, but each cigarette should be rated as follows:
   - #1 ESSENTIAL. You have a deep craving for the cigarette; it's one you really enjoy or couldn't stand to be without (such as the first cigarette of the day or an after-meal cigarette).
   - #2 AVERAGE. You feel you want the cigarette, but you could do without it. It's nice but not essential.
   - #3 The cigarette is one you don't need at all, one you unconsciously went for—a REFLEX-ACTION cigarette (while you were on the phone or in the car, for example).
7. Having recorded all the necessary data on your wrap sheet, REWRAP your pack of cigarettes and put it back in your pocket.
8. Smoke that cigarette.

There are some obvious opportunities to cheat here in this very first step. You can light the cigarette BEFORE you fill out the form. You can not bother to write down anything at all some of the time. (That way you can really fool yourself because it won't look as if you're smoking as much. A clever deceit . . . until you get to the end of the pack and are faced with all those empty lines.) DON'T DO IT!

And before you think you've discovered another loophole in my plan, let me close it for you. IF YOU BUM A CIGARETTE FROM SOMEONE ELSE, YOU HAVE TO WRITE IT DOWN BEFORE YOU SMOKE IT. Still another loophole? If you smoke half a

cigarette, put it out, and then relight it later, YOU HAVE TO WRITE IT DOWN THE SECOND TIME AS WELL. Sorry about that, but as you can see, there is no escape. There is no way around it. You must be aware of EVERY TIME YOU SMOKE, and you must think about it and write about it and be HONEST about it. Otherwise . . . throw this book away right now!

In fairness, all I am asking you to do today is to keep your pack wrapped and to write down the necessary information. YOU CAN STILL SMOKE WHENEVER YOU FEEL LIKE IT. You can have as many as you want or need. This is really a simple task.

One more thing. The wrap sheet was numbered with the date and pack number for that day. Please SAVE THESE SHEETS FROM DAY TO DAY. You will need them later.

So go forth and wrap, and no matter how ridiculous or annoying you find it, before you give up and throw the whole mess away, PLEASE GO THROUGH JUST THIS ONE DAY. THE MAGIC WON'T WORK UNLESS YOU GIVE IT A CHANCE.

IMPORTANT: STOP READING AT THIS POINT. DO NOT PROCEED TO THE INSTRUCTIONS FOR DAY TWO UNTIL YOU HAVE COMPLETED DAY ONE! AND DO NOT CHEAT!

5 | Clinic Day Two

If you haven't already done so, call your buddy and compare notes. What happened to you on that first day? What did you learn about your smoking habit?

After the first day of our clinic broadcast, most people found they had cut their cigarette intake IN HALF, with no appreciable side effects. They didn't go nuts, they didn't melt into blobs of trembling flesh, they didn't die. What they did do was react with disbelief at how easy it had been to cut down so much in so short a time. And without having been *instructed* to cut down!

One caller went from two packs a day to only half a pack. Another had only eight cigarettes all day—and couldn't believe it. Admittedly, some did not have such marked results the first day, but anyone who cut down at all, not having been instructed to do so, was amazed.

So How Did It Work?

If you look back over your wrap sheet, you will notice that you are smoking at certain times of day, in certain situations, while doing certain activities. Look for a pattern. You will probably find, for example, that most of the cigarettes you had were smoked while you were on the phone, or while you were writing, reading, watching television, or just waiting. Then of course there were those ever-popular after-meal cigarettes. The point is, certain activities or times of day were more compelling than others. We won't do anything with that information just yet, but keep it in mind, and check your wrap sheets every day to keep tabs on your smoking patterns.

So much for the cigarettes you smoked. What about the cigarettes you DIDN'T SMOKE? Perhaps you smoked five less or ten, or a whole pack. *Why didn't you smoke those cigarettes?* Probably because you found it a pain in the butt (no pun intended) to unwrap the pack and go through all that rigmarole just for a lousy cigarette. Right? WRONG!

I'll give you a clue: Notice how few #3 cigarettes you recorded? Okay, the real reason the wrapping works is not because of the inconvenience—that's only a catalyst—but because the time you have to spend going through the ritual makes you THINK ABOUT THAT CIGARETTE. The following questions flow swiftly and imperceptibly through your subconscious: Do I really need this cigarette? Is it worth going through all of this? Can I hold off a little while? The answers follow quickly. NO, NO, YES! It all happens in a flash. How many times during the day did you find yourself reaching for the pack, perhaps touching it, perhaps even taking it out of your pocket or purse only to put it back without even starting to get a cigarette out? How many times did you find that just going through the motion of

reaching for the pack seemed enough to satisfy that immediate urge? A LOT, I'll bet.

And so, my friends, you have come to know these unsmoked legions of cigarettes as the ones you normally smoke *unconsciously. Automatically.* By *reflex* action. Many's the time you didn't even realize you were smoking them. Ever light one up while another was still burning in the ashtray? Of course you have! All *reflex.*

Now, we can all admit that smoking is bad enough without having to smoke cigarettes we don't really want to smoke. So we have taken the first step toward eliminating those cigarettes . . . with wrapping. Of course we haven't yet eliminated them all (how many #3s remain?), so we will keep on wrapping.

Some Needed Reminders

Remember . . .

You are buying your cigarettes ONE PACK AT A TIME.

You are STILL WRAPPING THEM carefully.

You are comparing notes with your BUDDY.

YOU ARE NOT CHEATING!

Here's another helpful suggestion. Unless your brand is a boxed variety, you will find it difficult to wrap a pack that is almost empty. There is no need to finish the pack down to the very last cigarette. When you are having trouble wrapping the pack, throw it away and start a new one.

It is also a good idea to start each day with a fresh pack.

There Must Be a Better Way!

That's just what I thought, and I asked June Walzer about it. "I find this wrapping stuff totally embarrassing," I whined. "Can't I quit without doing this?"

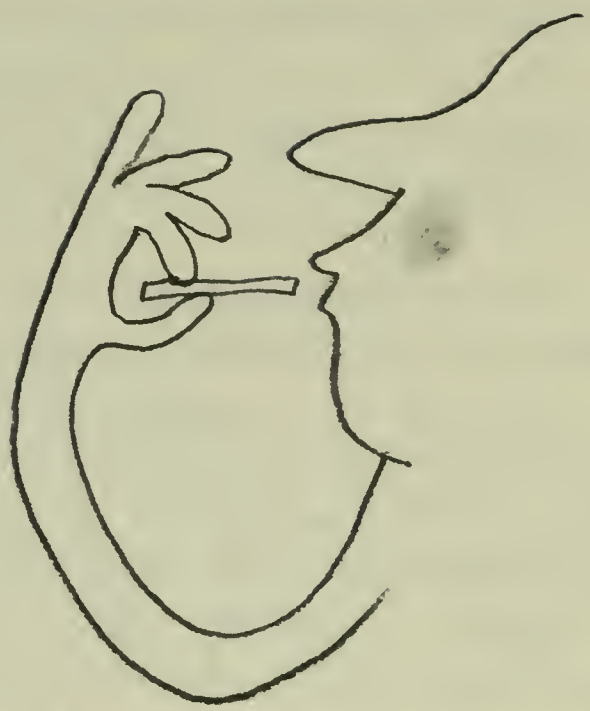
"If you find it embarrassing," Walzer replied sardonically, "then maybe you should give up smoking right now." Besides, she pointed out, hadn't I already tried all the other ways to quit smoking? So this was my best shot.

Today's Menu

With one full day under your belt, you should already know a lot more about your own smoking habit. For this second day, your only assignment is to keep wrapping. Don't try anything fancy. And PLEASE FOLLOW ALL THE RULES.

And finally, just for planning purposes, give yourself some extra time tonight to digest the chapter for Clinic Day Three. There's some homework for you at the end of it.

IMPORTANT: STOP READING AT THIS POINT. DO NOT PROCEED TO THE INSTRUCTIONS FOR DAY THREE UNTIL YOU HAVE COMPLETED DAY TWO! AND DO NOT CHEAT!



6 | Clinic Day Three

"I find I'm smoking *less* now, and enjoying it *more*." That's how one man described the effect on him. He had cut from three packs a day to less than one, but he found he was smoking every cigarette right down to the nub. This extra savoring disturbed him. No problem. If you find the same true for you, DON'T WORRY ABOUT IT. Just be pleased by how much you've cut down.

How's It Going?

Thus far you should not be having any problems with what you've been asked to do (unless you're CHEATING, in which case someone higher than me will deal with you eventually). Not that I want to be a noodge, but let's once more go over what we have to do before we go on to something new.

KEEP WRAPPING

KEEP IN TOUCH WITH YOUR BUDDY

KEEP BUYING THEM A PACK AT A TIME

DON'T CHEAT!

CHECK YOUR WRAP SHEETS. WHAT ARE YOU LEARNING ABOUT YOUR SMOKING HABIT?

Having reviewed that, we are ready to move on to . . .

The Next Step

As of this morning (remember, you should have read this for the first time last night), you will wait ONE HALF-HOUR AFTER GETTING UP BEFORE HAVING YOUR FIRST CIGARETTE.

Those of you who don't normally smoke during that first half-hour are off the hook this time. Those of you who grope for the pack with one hand as you grope for the alarm with the other—this is it, your first big sacrifice. But don't worry. Consider how much you've cut down already, something you thought you could never do. This step will be easy, and I'll tell you why.

Remember my saying that smoking is a stimulant? Many people depend on that first cigarette to get them going in the morning. They still feel tired, and they use the cigarette to wake up. But there are other ways to do it, my friend.

Want to get the blood sugar flowing? Drink a glass of orange juice AT THE VERY MOMENT YOU FEEL THE URGE TO REACH FOR A CIGARETTE. If you feel the need again during that first half-hour, have another glass. TAKE A SHOWER! TAKE TWO SHOWERS! Do anything you have to do, but do NOT have a cigarette for that first half-hour. At thirty minutes and five seconds past wake-up time, you can light up. It's just that first half-hour we're worried about. (Don't

think you have this clinic figured out. We are *not* going to try to whittle you down a half-hour a day, with an hour tomorrow, an hour and a half the next day, and so forth.

Now *I* know you can do this, and *you* know you can do this. And by God, after you've done it, so help me, you'll feel proud and say it wasn't as hard as you thought it would be. You *can* learn to postpone that first cigarette, and as June Walzer put it to me, "You won't fall apart."

So get up and get busy with starting the day, and the time will fly by. Stock up on juice (you could also try sucking a whole orange) and prepare for the effort. It will all be over before you know it.

An Admonition

By the way, that thirty minutes begins when your feet hit the floor, not when the rays of light begin to pry under your eyelids. When we say thirty minutes after you get up, we mean UP! And for you loopholers, that doesn't allow for smoking *before* you get up.

Some Homework

I think we have progressed far enough to have seen our habit in its true light for the first time. Now let's get a little more scientific, a little more academic. I would like you to complete the SMOKER'S SELF-EVALUATION TEST on page 48. Then read the EXPLANATIONS that follow. As you do so, look back over your wrap sheets and think about what has happened to you so far. You should then be able to make a more accurate connection between why you smoke and why the wrapping worked for you. You will see why you have been able to give up some cigarettes easily, but not others.

The results of the test are not always conclusive, but they should provide you with SOME INSIGHT into your smoking habit. The test looks at SIX FACTORS most commonly cited by smokers as their reasons for smoking. Your primary motivations might involve one of the six factors, a combination of two or more, or—who knows?—perhaps none. In any case, take the test, and then add up your scores as directed. A score of 11 or higher for any one factor indicates that that particular factor is a very strong motivation for your smoking. But whatever your final score rest assured that we will be dealing with each and every one of the factors, and many more you haven't even thought of, as the clinic progresses.

Smoker's Self-Evaluation Test

Why do you smoke? Here are some statements made by people to describe what they get out of smoking cigarettes. How *often* do you feel this way when smoking them? Circle one number for each statement. Please answer every question.

		Always	*Frequently*	*Occasionally*	*Seldom*	*Never*
A.	I smoke cigarettes in order to keep myself from slowing down.	5	4	3	2	1
B.	Handling a cigarette is part of the enjoyment of smoking it.	5	4	3	2	1
C.	Smoking cigarettes is pleasant and relaxing.	5	4	3	2	1
D.	I light up a cigarette when I feel angry about something.	5	4	3	2	1
E.	When I have run out of cigarettes, I find it almost unbearable until I can get them.	5	4	3	2	1
F.	I smoke cigarettes automatically without even being aware of it.	5	4	3	2	1
G.	I smoke cigarettes to stimulate me, to perk myself up.	5	4	3	2	1
H.	Part of the enjoyment of smoking a cigarette comes from the steps I take to light up.	5	4	3	2	1

I.	I find cigarettes pleasurable.	5	4	3	2	1
J.	When I feel uncomfortable or upset about something, I light up a cigarette.	5	4	3	2	1
K.	I am very much aware of the fact when I am not smoking a cigarette.	5	4	3	2	1
L.	I light up a cigarette without realizing I still have one burning in the ashtray.	5	4	3	2	1
M.	I smoke cigarettes to give me a lift.	5	4	3	2	1
N.	When I smoke a cigarette, part of the enjoyment is watching the smoke as I exhale it.	5	4	3	2	1
O.	I want a cigarette most when I am comfortable and relaxed.	5	4	3	2	1
P.	When I feel blue or want to take my mind off cares and worries, I smoke cigarettes.	5	4	3	2	1
Q.	I get a real gnawing hunger for a cigarette when I haven't smoked for a while.	5	4	3	2	1
R.	I've found a cigarette in my mouth and didn't remember putting it there.	5	4	3	2	1

HOW TO SCORE:

Enter the numbers you have circled to the questions in the spaces below, putting the number you have circled to question A next to line A, to question B next to line B, and so forth. Then total the three scores on each line to get your totals. For example, the sum of your scores next to lines A, G, and M gives you your score on Stimulation; lines B, H, and N give you the score on Handling, and so forth.

								Totals	
A	2	+ G	3	+ M	3	=		8	*(Stimulation)*
B	___	+ H	___	+ N	___	=		13	*(Handling)*
C	___	+ I	___	+ O	___	=		11	*(Pleasurable Relaxation)*
D	___	+ J	___	+ P	___	=		12	*(Crutch: Tension Reduction)*
E	___	+ K	___	+ Q	___	=		12	*(Craving: Psycho-logical Addiction)*
F	___	+ L	___	+ R	___	=		6	*(Habit)*

Scores can vary from 3 to 15. Any score 11 and above is high; any score 7 and below is low.

Summary

KEEP WRAPPING

ONE PACK AT A TIME

CALL BUDDY

NO CIGARETTE FOR THE FIRST HALF-HOUR OF YOUR DAY

TAKE SELF-EVALUATION TEST

DON'T CHEAT!

Explanations

Having added up your scores, check below those factors on which you scored the highest and see just what that might indicate about your individual smoking habit.

STIMULATION: If you have a high score on this part of the test, it means you get a great deal of *energy* from your cigarettes. They help wake you up, and they help keep you going after a long day.

HANDLING: If you scored high on handling, you get a great deal of *satisfaction* out of taking the matches out, lighting up, fumbling with your pack, and so forth. You like to have something to do with your hands. While you may not think so, this is easy to deal with, and we will be tackling the handling very soon (actually, the wrapping has already touched on it).

PLEASURABLE RELAXATION: This factor really ties in with the next one (Crutch), because most of the smokers who score high on getting pleasurable relaxation from their cigarettes also score fairly high on using a cigarette to keep them from feeling bad. In this category we have people who have really learned to wield that magic stick. Remember, there is nothing intrinsically relaxing about cigarettes. They are a stimulant.

CRUTCH: Many smokers use a cigarette in times of stress as a crutch to get them through the moment. But if you think about it, cigarettes have no problem-solving qualities. It's that MAGIC again. Smokers who score high in this category may find it easy to quit when things are going well, but almost impossible in times of a crisis. Although this may be one of the most difficult problems to overcome, overcome it we will. Just keep in mind that nothing in the cigarette gives you any more wisdom, patience, or inner strength than you will find in a glass of water.

CRAVING: "If you're the type of smoker who notices when he's not smoking," says June Walzer, "if you suddenly become aware in a movie theater that you must have a cigarette, if you find one cigarette reminding you of another, then this is your high-scoring category." If this is you, you may be a candidate for COLD TURKEY. Now, don't cringe. We don't mean you have to stop right this minute. But if you smoke thirty, forty, or more cigarettes a day (most people who score high in this category are heavy smokers), you may have to ride this clinic down to eight to ten cigarettes a day, then stop completely. You are probably the kind of person who just has to have a cigarette every few minutes. Once we get you down to

a few, your best bet will be to separate yourself from cigarettes altogether. More on this to come.

HABIT: If you scored high on this factor, you probably no longer get much pleasure from most of the cigarettes you smoke. In fact you are probably not even aware of most of the cigarettes you smoke. I've got good news for you. You are already well on your way to becoming an EX-SMOKER. You should already (if you're still wrapping and not cheating) have eliminated most, if not all, of those HABIT cigarettes.

If you didn't score high on any of the categories, chances are you are not a heavy smoker and haven't been smoking for very long. If that's the case, you should have no trouble at all in getting off, and staying off, cigarettes.

Now, wasn't that fun? Good! Let's move along to Day Four, full of confidence that there is hope for us all.

7 | Clinic Day Four

So how did it go? Did you make it through that first half-hour? I would expect so, because there are so many things you can do when you first get up to keep yourself busy. But if you *did* have trouble with it, don't be discouraged. Try again. And remember, you can watch the clock if you must. We're just trying for that first thirty minutes of the day.

A Helpful Tip (if you need it)

One woman called at this point in the radio clinic with a marvelous suggestion. Before she went to bed, she went out and locked her cigarettes in her mailbox. The only way she could get a cigarette the next morning was to get dressed and go out after it. By the time she could manage that, she was well into her half-hour. (You may also find this tactic handy later on in the clinic, for other purposes.)

Where Do We Stand Now?

So far, I have not asked too much of you. We are:

WRAPPING

WRITING

BUYING ONE PACK AT A TIME

CALLING
OUR BUDDIES

NOT SMOKING DURING
FIRST HALF-HOUR
AFTER WE GET UP

That's it! Not too much to remember at this point. But keep in mind that all of these things are cumulative. WE WILL CONTINUE TO WRAP FOR THE REST OF THIS CLINIC. WE WILL NEVER SMOKE AGAIN DURING THE FIRST HALF-HOUR AFTER WE GET UP.

As we move along and add more to what we have learned and accomplished, we must continue to do the things we have done so far. That's why I will remind you every day of everything covered up to that point.

Something New

Do you smoke after sex? That's fine. Do you smoke right before you go to sleep? THAT'S BAD. Do you know why it's bad? Because as of tonight, you are not going to smoke for ONE HALF-HOUR BEFORE YOU GO TO SLEEP. Here's another time when that mailbox might come in handy. Just deposit your cigarettes out there at least a half-hour before you expect to turn in.

Now, for many of you it will be easier to give up this before-bedtime cigarette than it was to give up the morning cigarette. A stimulant isn't going to help you go to sleep. But the principle is the same. When you feel you must have the cigarette, do something else. Drink a glass of water or milk, take a shower, play with a pencil. If handling is your problem according to the evaluation test, then handle something other than a cigarette. If you absolutely cannot stand it another second and must have a cigarette, then have it; ONLY THEN YOU HAVE TO STAY UP FOR ANOTHER HALF-HOUR.

If you usually smoke in bed, remove all the smoking accouterments from your bedside table. Get rid of the ashtray, matches, lighter—anything that is involved with or reminds you of smoking. If you have a bedmate who smokes, either

get rid of him/her (temporarily, of course) or make a deal for him/her not to smoke in bed. By the way, why isn't your bedmate your buddy? If he/she is not, it's still a good time to start.

What to Do When the Craving Comes

Since we are now dipping our toes into areas where we are consciously trying to give up specific cigarettes, it is time to deal with CRAVING, that dread, unexplainable urge to do something you don't really want to do.

A craving is a funny thing. If you try to fight it, you keep thinking about it. The more you think about it, the stronger it seems to get and the more you have to fight it, so the more you think about it, and the stronger it . . . and so forth.

So we must understand what a craving is. To define: a craving is an apparently insatiable need for something that seems to spring without warning from nowhere, rendering the smoker (in this case) helpless.

Well, not quite helpless. For in fact a smoker's craving is generally triggered by something that makes him or her think (subconsciously) about a cigarette. As we progress through this clinic, we will gradually eliminate all these "triggers" of yours so that the craving will not rage within you. But for now it is necessary to meet the craving head-on.

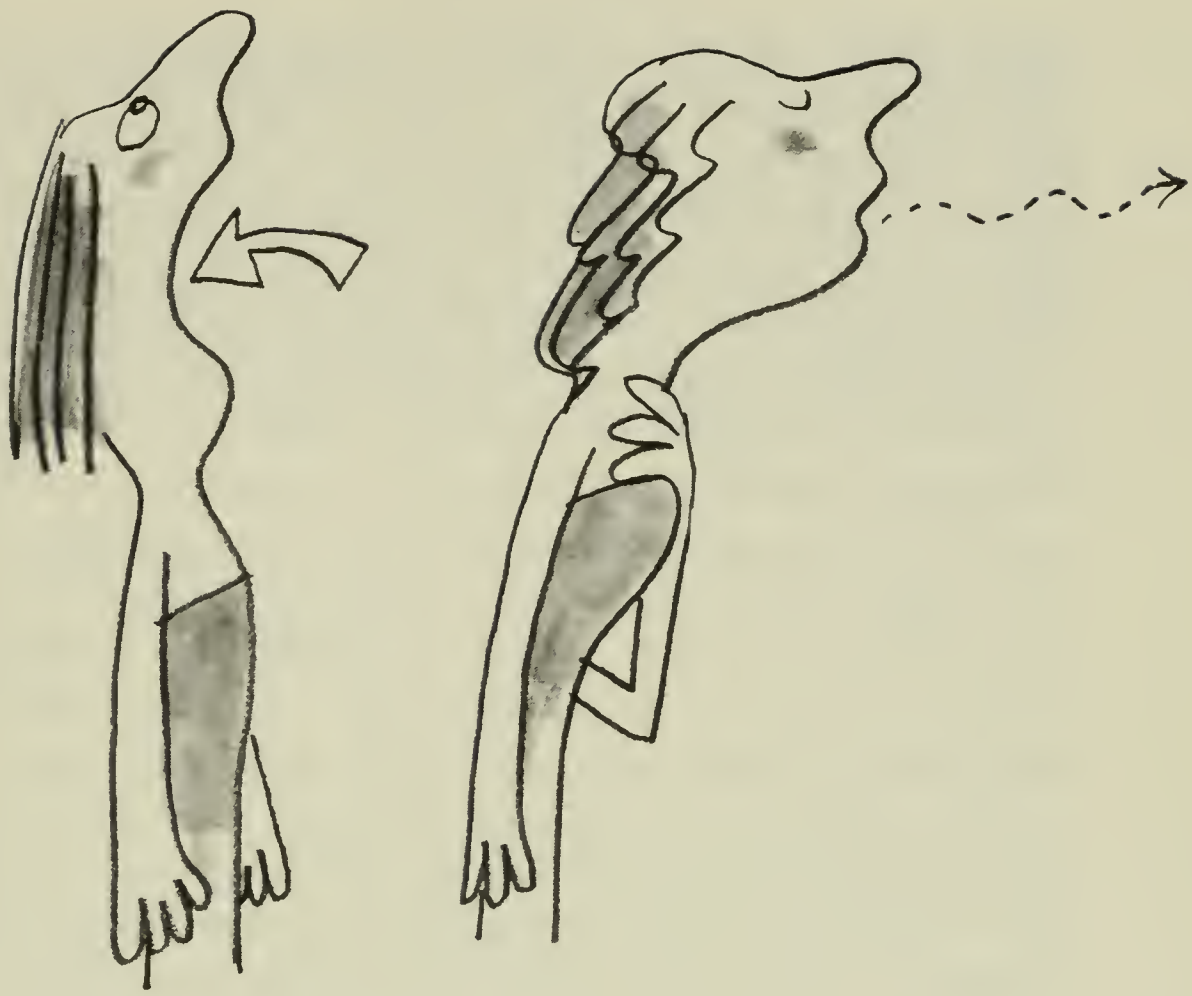
You might want to put a paper clip on the first page of this section so that you can refer back to it, because the actions you take now will be the same actions you will be taking every time the craving hits. Until we eliminate the triggers, it is best to avoid as many of them as we can. So during the last half-hour of your day, don't do things that you generally do while smoking (or things you generally smoke while doing!).

You might also take a look at the Appendix to this book (no peeking at the chapters in between). There I have put the original WCBS Tip Sheet, part of the kit we sent out to all those who had written in to sign up for the radio clinic. It contains a lot of those NOTS, ARES, and COULD BES we worked out initially; it also has suggestions from successful ex-smokers as gathered by June Walzer in the course of her clinics for the New York chapter of the American Cancer Society. Almost all of these suggestions have been worked and reworked into the chapters of this book—as seemed most advisable and appropriate on review of trial-and-error listener responses to the WCBS clinic. So probably it would be best if you were to *follow* them as you come upon them in the book. Anyway, for now let's get back to the enemy—that monster from the deep, CRAVING.

IMPORTANT! A CRAVING, NO MATTER HOW SEVERE, WILL GENERALLY GO AWAY WITHIN FIVE MINUTES. That's gospel. Believe it!

So we're dealing with a five-minute period. If we can somehow DEAL WITH that craving, it will go away and we will be home free (until the next craving comes; but don't worry, it could be a long way off).

One of the most effective methods of dealing with a craving is DEEP BREATHING. This has a marvelous therapeutic effect. Give it a try. First let yourself relax, go limp. Then inhale slowly and deeply. When you have taken as much air into your lungs as you can comfortably hold, stop and pause for a moment. Then breath out—s l o w l y—until all the air is expelled. At the very end of the breathing-out cycle give a little push to remove the last bit of air. REPEAT THE CYCLE FIVE OR SIX TIMES. Do NOT do it as hard, rapid breathing. Rather, it should be SLOW, DEEP, and RELAXED.



Try it. You'll find it relaxing even if you're not battling a craving.

Another breathing exercise that is useful (and less noticeable in public) is to mimic smoking a cigarette. Smoke an IMAGINARY CIGARETTE. Move your hand as though you are putting the cigarette to your mouth. Breathe in, inhale, hold it, and then breathe out, some through your nose and some through your mouth. Do this a few times. Many smokers have found that by using this method they can totally satisfy their craving. If you think about it, what you are really doing is sighing. IT WORKS.

You might also find it helpful (especially if you scored high on handling) to use a pencil or plastic cigarette as a

substitute. This gives your hands the satisfaction they now derive from the cigarette itself. Or even better, get yourself some worry beads, a coin (a fifty-cent piece works great), or even a cigarette holder. DO NOT USE AN UNLIGHTED CIGARETTE. It will be too much of a temptation, reminding you all the more of what you are trying to avoid thinking about.

Since cigarettes often serve to relieve boredom or to break a routine, try changing the pace some other way. I do not recommend snacks at this point, for two reasons: (1)You'll get fat. (2) For most heavy smokers, food is one of the strongest triggers. There are, however, *certain kinds* of snacks, VERY LOW CALORIE FOODS, that can allay a craving without adding pounds or replacing the smoking habit with the habit of overeating. Yet even these should be prepared for use as physical substitutes for the cigarette rather than food for consumption. Carrots, celery, or cucumber sticks (cut to the size of cigarettes) work for such purposes, and can be carried around in a small plastic bag, perhaps with some hard dietetic candy or dried fruit. One listener to the radio clinic reported excellent results with seasoned carrot sticks. "I cut crisp, raw carrots into strips and sprinkle them lightly with garlic salt. The carrot sticks are long and slim and let you go through the motions of smoking."

Other things you can do include drinking a glass of water (probably the best and easiest substitute), jogging in place, chewing gum, doing light exercises, or going out for a walk. The point is to do something DIFFERENT FROM WHAT YOU WERE DOING WHEN THE CRAVING HIT.

Remember, too, that we are only dealing with that half-hour before you go to bed. Plan for it, and you will be able to face it with confidence. AFTER ALL, LOOK AT HOW MUCH YOU'VE ALREADY ACCOMPLISHED.

So put those cigarettes in that mailbox (or wherever) and you should make it. You'll be happy to know that the second night will be easier, the third still easier, and so on. And when you succeed, you'll be delighted to find that you didn't crumble into a little pile of ashes. YOU SURVIVED. You'll probably sleep better, too, since the stimulating effect of cigarettes just makes it harder to conk out at the end of the day.

Checklist

WRAP AND WRITE

TALK TO BUDDY

ONE PACK AT A TIME

NO SMOKING FIRST HALF-HOUR AFTER YOU GET UP

NO SMOKING LAST HALF-HOUR BEFORE YOU GO TO SLEEP

DON'T CHEAT

DON'T READ AHEAD

DON'T GIVE UP

8 | Clinic Day Five

Here it is, the end of your first week, and you have already cut down considerably without any great pain or suffering, and certainly with no loss of health, wealth, or happiness. Speaking of wealth, I'd like you to start something today that will add appreciably to yours. Take a look at your wrap sheets and see how many packs of cigarettes you have smoked this week; then figure out how many *fewer* packs you've smoked this week than you smoked last week, before you started this clinic. Okay, now take a jar and put one dollar (or five or ten or whatever you feel up to) into it for each pack YOU DIDN'T SMOKE. Continue to do this for the rest of the clinic and your money jar will be brimming with enough cash for you to buy yourself a nice reward. Remember, it's money you would have BURNED UP in cigarettes any-

way (at a dollar a pack, that is), so it should not affect your budget.

Review, Review, Review

As of today you are wrapping, writing, calling your buddy, not smoking for one half-hour before you go to bed and one half-hour after you get out of it in the morning. So far it's been a downhill ride for most of you. You're still buying your cigarettes ONE PACK AT A TIME. If you have cheated on any of these items, I am very disappointed. What's more, if you did cheat and don't make it, you'll never really know if you could have made it without cheating, will you?

Letting Them Know

Before we get into the more complicated and difficult areas of quitting, it is time for a word to those you live with, work with, play with—a word from you through a letter from us. You might want to call them together now and read it to them ("Hey, hon, listen to this"), or you might want to make a copy of it and tack it to the bulletin board at work.

In any case, it is important that you have all the support you can get as you embark on this first weekend, with a tough second week to follow. So here it is—your name to go in all the blanks, with inapplicable pronouns deleted—an open letter to:

Dear friends and relatives of _____.

If you are a smoker, ex-smoker, or nonsmoker, you no doubt have a few words of advice, comments, or wisecracks to offer _____. DON'T. If _____ wants to talk about the effort to quit, the words will come. He/She will no doubt announce some accomplishments with pride. Congratulate, and then drop it.

_____ may want to discuss some new challenge on the

path to not smoking. Listen, encourage briefly, and drop it.

_____ will want to hide failures or temporary setbacks. DON'T ASK how he/she is doing, let him/her volunteer the information.

Encourage success, but DON'T NAG. If you see _____ doing something wrong, don't harp on it. He/She *knows* it is wrong. Pressure to succeed must come from within each individual smoker.

If you are a NONSMOKER, don't tell _____ that it is about time he/she quit or that you don't know how he/she could ever stand to smoke. This is not a help. You never *could* understand how someone could get hooked. That's because you never were.

If you are an EX-SMOKER, don't boast about your great accomplishment of quitting. Don't say stupid things like "Hell, I just threw mine away. Why can't you?" That won't help. If _____ could have done it that way, chances are he/she already would have.

If you are a SMOKER, don't say dumb things like "I like smoking, and I'll probably die smoking." You probably will, and if _____ felt that same way, he/she wouldn't be trying to quit now. You may have no intention of ever quitting, but don't let any guilt or perverse pride over this fact lead you to try to convert others to your way of thinking. Try to be courteous enough not to flaunt your habit in front of those who are trying to break theirs. If you live with _____, don't torture him/her by whipping one out and blowing the smoke in his/her face, especially on occasions when you know he/she is trying to avoid a cigarette for a particular length of time or during a particular activity.

Finally, when _____ is successful, be jubilant, be ecstatic, as you would when you know someone close to you has faced and met one of the most difficult challenges of a lifetime. Because this is what _____ will have accomplished. He/She will truly deserve the mark of HERO. Let's hope you deserve to share the joy of his/her victory.

THANK YOU

Where Do You Stand Now?

You should already be well below the ten-or-fifteen-cigarettes-per-day mark. If you're not, then perhaps you are letting the wrapping do ALL the work. So now it's time to contribute some effort on your own. As I said at the outset, we have tried to make this clinic as painless as possible, but it is not fully automatic. When you reach for that pack, if you ALWAYS light up, from now on try putting it back, and make a conscious effort to wait a few minutes to see what happens. If, of course, you have CHEATED (perish the thought), then you and I both know you are not trying, and perhaps you should examine your motives for going through all this. Perhaps you are trying to quit for someone else's sake. Can't be done! You have to want to quit for *you.* Having reestablished that irrefutable fact, it's time for some . . .

New Challenges

You may be well below the limit in numbers of cigarettes per day, for this next task, but you may be smoking in clusters. In any case, here's what we want you to try. It is a sort of RATIONING system. We will begin it today, and then carry it out over the weekend. Try not smoking for ONE-HOUR PERIODS. In other words, if you have a cigarette at noon, you can't have another one before one o'clock. Many of you may find this very simple and may already be spacing your cigarettes more than an hour apart. Fine. For you I have the next challenge. DO NOT SMOKE FOR TWO-HOUR PERIODS. Now I know that sounds tough. It IS tough, the first time. But there is a method to it.

CHECK YOUR WRAP SHEETS. See at what points in the day you seem to smoke the most. Target *those* periods. Prepare for them. Have something to do to keep you busy. When

you do smoke, look at the clock. What time is it? Smoke the cigarette. Relax with it. Then get busy until the hour (or two hours) is up. If the craving hits during that period, DON'T GIVE IN. Instead, try the deep breathing, have a drink of water, and if necessary (and if it's possible), change what you are doing. Try to get your mind off cigarettes. THE CRAVING WILL PASS! Only twenty minutes to go. Don't give in now—you can make it. YOU WILL NOT FALL APART WAITING ANOTHER TWENTY MINUTES. Smoke a pencil. Eat a carrot stick. THERE . . . YOU MADE IT! Now, don't you feel proud? The funny thing is, when you DO make it and CAN have a cigarette, you often don't feel like having it. If this is the case for you, DON'T HAVE IT. Try to go *another* hour. (Go from one to two hours, or from two to three.)

Start on this today, and if you fail the first time, have the cigarette and try again. DO NOT BE DISCOURAGED. LOOK HOW FAR YOU HAVE ALREADY COME. As you progress through the weekend, if you succeed with the one hour, then try for two. If you succeed with the two hours, then try for three.

IF YOU SUCCEED WITH THE THREE, TRY TO SEE HOW FAR YOU CAN GO WITHOUT SMOKING! Interestingly, at this point in the radio clinic, we had a very mixed bag. Some listeners were struggling to make the one hour at certain times of the day, while others kept pushing and pushing until they got disgusted with the hassle and JUST QUIT SMOKING ALTOGETHER. The three hours turned into six, into twelve, into tomorrow. It CAN BE DONE, and if you feel secure enough, by all means TRY IT. But don't expect miracles, and don't be discouraged if you don't even feel up to the attempt. Most people don't. But some do, and if you are one of them, our congratulations; you may skip through this book to the last day of the clinic and pick the reading up at that point. (Read the

chapter on Withdrawal Symptoms, too.) For the rest of us, onward.

Weekends Are Tough

You are facing more than just a new challenge: you are facing a forty-eight-hour period that is very different from the five days you have just experienced. Weekends often lead to time on your hands, boredom, and social situations that INVITE SMOKING. Many people find that they normally smoke *more* on weekends than they do during the week because they encounter many more triggers.

During this weekend, you are still expected to wrap, and some of you will find that this is suddenly more difficult when you are at a cocktail party or in a bar. But WRAP YOU MUST. While it may be easy to go an hour between cigarettes today at work, you may find it's NOT SO EASY tomorrow night at the Jones's anniversary bash. You will, this weekend, encounter all sorts of pitfalls you never anticipated. Try to

cope as best you can, and MAKE NOTE of your problem areas. We will deal with them next week. Since you are not at this point sure what they will be, there is not much I can tell you. But I do urge you to try hard to meet and deal with them, using all the tips I have given you plus any you may have discovered for yourself.

And it is a good idea to study your wrap sheets over the weekend. Try to eliminate any remaining #3 cigarettes, and if possible, some of the #2s. Toy with the idea of POSTPONING a cigarette from the time you first reach for it. When you find yourself getting your pack out, BEFORE YOU UNWRAP IT, ask yourself "Do I really need this one right now, or can I wait a few minutes?"See how far you can get, and keep track of how you do.

Prepare for Monday

Next Monday we will begin to tackle the real problem areas of smoking, one at a time. But there is one thing you must do first. On Monday you will CHANGE BRANDS OF CIGARETTES. That's not as easy as it sounds, and again, it's a perfect opportunity to cheat. Don't. This is a very important step in the clinic.

I don't want you just to change brands haphazardly, from your current favorite to one just like it—say, from Salem to Kools, or from Marlboro to Winston. When I say change brands, I mean CHANGE THE *kind* OF CIGARETTE YOU ARE SMOKING. Try going from MENTHOL TO NONMENTHOL, or vice versa. Try going from FILTER TO NONFILTER, or vice versa. DO NOT—I repeat—DO NOT change down to one of those LOW-TAR cigarettes. We found that, in general, if smokers made such a switch at this point, while they got less tar and less nicotine, they also got less satisfaction, and therefore started

SMOKING MORE CIGARETTES. That is no way to deal with this habit. So I want you to change to a brand you are not used to, perhaps one you don't care for. I will explain more about that this weekend and on Monday. I just wanted to forewarn you here.

Let's Go Over It Once More

Beginning today, and continuing throughout the weekend, you will

SPACE CIGARETTES AT LEAST ONE HOUR APART (then two, then three)

WRAP

WRITE

TALK WITH BUDDY (every day)

NO CIGARETTE FIRST HALF-HOUR AFTER YOU GET UP

NO CIGARETTE LAST HALF-HOUR BEFORE YOU GO TO BED

ONE PACK AT A TIME

PREPARE TO CHANGE BRANDS ON MONDAY

KEEP TRACK OF WEEKEND PITFALLS

DON'T BE DISCOURAGED BY SETBACKS. KEEP TRYING.

When the Craving Hits

DEEP BREATHING

CHANGE ACTIVITY

WORRY BEADS OR COIN

FAKE CIGARETTE OR PENCIL

EXERCISE

WATER

NONCALORIC SNACKS (last resort)

9 | First Weekend

We are going into this weekend having proved something to ourselves. The wrapping has had its effect: We have now learned that a lot of the cigarettes we always smoked can be given up without any serious effect on our well-being. We have also learned that we are attached to some cigarettes more than to others. Check over your wrap sheets. How many of the cigarettes you smoked this week were *really* important to you? How many cigarettes did you smoke, as compared with previous weeks? That information should both enlighten and encourage you.

Weekends Take Planning

It would be a good idea to plan your weekends around your new effort. Try to go outside a lot. Keep busy. This would be

a good time to tackle those projects around the house that you have been putting off. WASH YOUR CAR. (It's hard to smoke with wet hands.) Plan to go to the movies and to other places where smoking is prohibited or is uncommon.

Don't Stop Wrapping

A lot of people make weekends—particularly Saturday night—a social time, and wind up putting themselves in a position of being constantly tempted. Some lose their inhibitions—and their desire to wrap—after a couple of drinks. They FALL OFF THE WAGON. If this happens to you, do not be discouraged, climb right back on. BUT there is no need to fall off. If you can, avoid those bar scenes or cocktail parties where you have always smoked up a storm. If you can't, then there are several ways you can cope with them. If you have to go to a party and people are smoking all around you, you can always let it be known that you are trying to stop smoking. Ask them if they would limit their cigarettes. You'd be surprised how many will cooperate. If they don't and it still bothers you, step outside and take a walk. Perhaps you can even find a pleasant companion to walk with you. Try whatever you can to distract yourself from the smoking that is going on around you. If you find yourself tempted to throw away or ignore the wrapper out of embarrassment at following the wrapping procedure in a crowd, STOP for just a moment. Remove yourself from the crowd. Go into the bathroom, unwrap your pack and have a cigarette. That will quiet you down for a while. Then go back and face the crowd. You will surprise yourself, and what's more, you will feel proud if you make it through the night. So much for Saturday-Night Fever. Now what about SUNDAY?

A Day of Rest

Most people relax on Sundays; they read the papers, watch a ball game on TV, and generally just hang out. DON'T DO IT. Again, as was the case with Saturday, keep busy. Wash your car again. Finish that project you started yesterday. If the weather permits, plan a day of OUTDOOR activity. If for some reason you fell apart at the seams last night, pull yourself together this morning, and rewrap that pack. DON'T LET YOURSELF SIT AROUND AND DO NOTHING. Idleness is your worst enemy when you are trying to quit smoking.

There is one thing you can do today to help yourself along. As you know, beginning on Clinic Day Six, we have to *change brands* of cigarettes. Today, Sunday, look over the next chapter and note how you are expected to change brands. Some time today, walk or jog down to a store or gas station and get a fresh pack of that new brand so you'll be all set to start tomorrow morning. And TONIGHT, after you've had the last cigarette of your old favorites, throw the pack away so that you will not be tempted to go back to them.

In preparation for next week, one other very important subject must be discussed. . .

Entitlement

That's what I call it whenever you complete a goal by the bare minimum and then immediately give yourself a cigarette. For example, if you are supposed to wait an hour between cigarettes, you have one exactly when that hour is up. If you are honest with yourself, you will see that many times you are having that cigarette not because you want it but because you feel you are ENTITLED to it. You have earned it, and by God, you are going to have it.

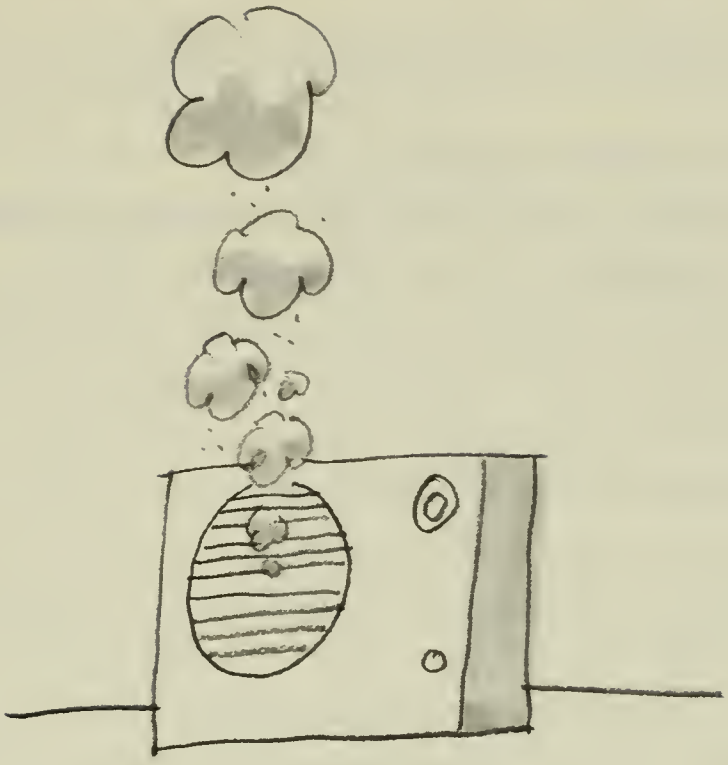
That is an understandable feeling, but there are other

ways to reward yourself. Put another dollar in your money jar. Go out and buy something. Call your buddy and brag about your accomplishment.

Another example. You are supposed to go one half-hour after you wake up without having a cigarette. How many of you had that first cigarette *immediately* after the half-hour was up, even if you really didn't have a burning desire for it? Show of hands, please. Okay, I can see a lot of you did that. I did it myself when I was quitting—until I realized I was defeating the whole purpose of the clinic. That purpose is to try to stop smoking altogther, not just for half an hour. So what we do in this clinic is try not only to meet our goals but to BEAT them. DO NOT HAVE A CIGARETTE JUST BECAUSE IT'S TIME FOR ONE. See if you can POSTPONE it for a little while—perhaps just a few minutes, perhaps longer. I can guarantee that if you do, it will make quitting MUCH EASIER. If, on the other hand, you simply stay within the guidelines, you will eventually quit, but it will be more difficult for you.

The clinic sets a REQUIRED PACE, but there is no reason why you can't go at a faster pace. In fact, in the original clinic, some people had QUIT SMOKING by this time. The wrapping proved to be such a pain that they decided it was all too stupid and stopped smoking! I don't expect you to do that, but I do urge you to take some initiative. Don't smoke when you don't absolutely *have* to smoke. That will entitle you to the one thing that counts. Success.

Don't forget to buy a pack of that new brand of cigarettes for Monday . . . and KEEP BUSY.



10 | Questions and Answers

Midway through the second week of the radio clinic, we had a special three-hour call-in session. During that program, listeners were invited to call up and ask questions of June Walzer, Dr. Donald Fredrickson, and me.

While I have tried to work the answers to most of these questions into the day-by-day text of this book, you may be able to relate to them better in transcript form. Certainly you should spot yourself in one or more of the questions included here. While some of the comments have been edited, I have left much of the language and banter intact to give a full, immediate flavor of the discussions. Remember, this was a *live* show. I would tell you to close your eyes and try to picture it, but then you couldn't read the transcript! So keep your eyes open, and perhaps you'll find something that will really open your eyes.

By the way, this is *not* an option. READ IT!

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CALLER: Why does wrapping work?

DR. FREDRICKSON: The first thing that wrapping does is force the act of smoking into the forefront of your consciousness. A lot of smoking becomes very automatic, something that you do literally out of pure habit. For that reason, if you can BREAK INTO that automatic, almost subconscious aspect of the habit, you can get to a point where you realize there are relatively few cigarettes in your daily routine which are absolutely essential. Because the technique of wrapping itself is awkward and takes time, and is sometimes even a bit embarrassing, depending on where you find yourself, it's very easy to forgo those many cigarettes which are really just not necessary. I think that is the main reason it helps people cut down.

•

CALLER: I think I am in the category of a "craving" smoker, a person who notices when he's not smoking, and when he's smoking a cigarette is already thinking about when he's going to have the next one. They say a smoker like that almost always has to quit cold turkey. Does wrapping not work for someone like that?

DR. FREDRICKSON: I think the wrapping does work, because what it does is help the individual in two ways. First of all, it convinces him that he *can* cut down somewhat, and that provides encouragement and some insight into the fact that he is able to develop, at least in the beginning, some control over the habit.

WALZER: I think also, what you call cold turkey is complete cessation, but very often what a craving smoker does is cut consumption down to a level from which he *can* jump off. He may have to go cold turkey from fifteen or ten or five, but he

gets down to a level where he feels he's safe, and he can go so-called cold turkey from that point.

ATHENS: I've run into people who have tried to quit cold turkey because some friend told them that was the only way to do it . . . and they take the challenge. Three weeks later they are going out of their mind, and they say to themselves, "I cannot quit. I am the kind of person who has to have a cigarette to survive" . . . and that's not true. Trying to go cold turkey from sixty cigarettes a day will do that to you. It'll make you believe you can't quit.

WALZER: Well, you haven't prepared yourself. What happens with the wrapping is, not only does it make you aware of how many cigarettes you don't really need, it also gives you time in which to think about your habit. It gives you time in which to prepare for going cold turkey.

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CALLER: I need some advice on two things. I'm a single guy, I go out a lot, like on Friday and Saturday nights, and I find myself in a bar, and I'm socializing with people, and I find it's a lot easier for me to break the wrapping pattern than it is for me to keep it up.

ATHENS: Let's tackle that one first. You're in a social situation and you find it difficult to keep wrapping. What do you do? June?

WALZER: You don't smoke!!! Seriously, instead of smoking? What I would try to do, for now, is try not to drink so much, because drinking lowers one's concentration on giving up smoking. Also, change beverages. If you drink Scotch, change to rye. Have you tried that?

CALLER: Yeah, I switched to a brand of beer that I can't stand. But that's not the only problem. I'm in a social situation, and I'm looking for a companion for the evening. It's not quite so easy. I look like a strange guy doing that. It's

easy to say stop smoking, but I'm really looking for some kind of substitute.

DR. FREDRICKSON: I don't think there is an easy solution to that. Quite frankly, I think this is your moment of truth, and you have to make an important decision each time this happens. Perhaps one way to help yourself is to try to think a little bit about this before you go out, and particularly before you find yourself in a situation where you're tempted. If you prepare yourself mentally, accept the fact that you're going to be challenged, try your best to formulate a firm decision that you're going to get through this evening and succeed and not allow the situation to do you in—I think this kind of mental preparation before you find yourself in the situation will be very helpful, and may well see you through a number of these experiences.

WALZER: I think that when people are in a social situation, or a dating situation, they think that if they do not smoke, or if they let the cigarette drop, that somehow the personality that is revealed behind the smoke screen will be one that's unattractive. I think that most of us are just as attractive, or even more so, without our cigarettes. The cigarette is only a prop, and if we would just take a chance and put it down, we would get along just as well without it.

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CALLER: Everybody has been very nice to me in my efforts. I have five rubber bands around the wrapper, and when I unwrap a cigarette, my friends all howl, but they're all for it. I don't feel embarrassed at doing it or anything else. As long as I'm with people, everything is fine, but then when I get home—and I'm tired by the time I have finished work, and so forth, then from about eleven to one A.M. I can sit there and smoke the last five cigarettes.

ATHENS: You need a buddy, and a very understanding one, too, if it's from eleven to one. Do you have a buddy?
CALLER: Oh, yeah. At the office. She's a smoker, too.
ATHENS: Call her up, even if it's three o'clock in the morning. Call her up and say, "Hey, buddy, I've got to talk to you for a while until I fall asleep so I don't smoke."
CALLER: I think the very thought of calling her would stop me from having that cigarette. I really think that that would do it.

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CALLER: If you take a cigarette, thinking it's a #2 or a #3, and then right after a puff or two you find that you really didn't want it at all and you put it out, do you have to count it?
ATHENS: Oh, yes! It is the act of setting fire to the building that burned the building down, not the wind that blew afterwards. When you light that cigarette, that's what you are trying to stop doing—lighting them. You'll never stop smoking if you do it your way, so you have to mark down each one.
WALZER: Are you saying that you're finding some of your cigarettes a disappointment?
CALLER: Oh, yes!
WALZER: Oh, really! That's progress. People tend to glorify cigarettes and their enjoyment, and as they go along, they find out not only that they're smoking less but that they're enjoying it less, and this is the road to becoming a nonsmoker.
CALLER: I think it's these new cigarettes. I switched from a mild filter brand to a strong nonfilter brand, and they really turn me off.
WALZER: That's the whole idea.

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CALLER: Some people cut down from two packs to eight cigarettes a day, while others cut down from two packs to twenty cigarettes a day. Does that mean there is a difference between the needs of these smokers? That one has more need than the other?

DR. FREDRICKSON: I suspect that does reflect a very important difference. We know that people do smoke for different reasons, and that there are different categories and types of smokers. The individual who can cut suddenly and dramatically is probably representative of one type of smoker. The individual who has a great deal of difficulty cutting down probably is getting something a great deal different from his cigarettes and is using them for different reasons.

•

CALLER: I am a teacher, and somewhat of a captive smoker, waiting sometimes an hour for my next class to begin. What do I do to reduce the tension during that period?

WALZER: This is a very difficult problem, because cigarette smoking *seems* to reduce the tension. However, it does not. Don, I believe from a medical standpoint it increases the nervous tension in the body.

DR. FREDRICKSON: Well, it does both. For many people smoking is a very effective tranquilizer, and there is just no question about it. On the other hand, for others it's a very effective stimulant. Again, people differ in the way they use cigarettes, and sometimes people smoke for different reasons at different times. They'll take some cigarettes to calm themselves down; they'll smoke other cigarettes to pick themselves up.

WALZER: But I think that this calming-down effect is not all it's cracked up to be. I think what you do is increase your heartbeat and pulse rate. What the cigarette does to calm

you down is to distract you from your nervousness. If you could find some other way to distract yourself . . . I mean, I'm sitting here, and I'm not totally comfortable. I have a paper clip in my hand which I suppose will take care of some nervous tension. The idea is to distract yourself and your thoughts. I would also try deep breathing, because it is the most effective relaxing exercise we have. It will reduce the tension somewhat, because part of what you get from the cigarette is the drawing of air and smoke into your lungs. If you can do this while you're sitting and waiting, you'll find that some of the tension will be relieved.

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CALLER: I was told that the body loses vitamins by heavy smoking. Is that so?

DR. FREDRICKSON: I don't know of any good medical evidence that you experience a significant loss of vitamins when you smoke heavily, if you are on a regular diet. I wouldn't worry too much about this. Let me just add this note of caution: There are an awful lot of things we do not know about what happens to the body when we smoke. The reason for this is that there are several *thousand* chemicals in cigarette smoke. These chemicals have extremely complex molecules; they interact with each other in very strange and highly complex ways, and there may well be many things that cigarette smoke is doing to the body that we simply have not been able to clearly identify yet. So the story on this is not completely closed.

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CALLER: I have a very bad weight problem. In 1968 I quit smoking cold turkey. I didn't have any problem after that except that I went from a size nine dress to a sixteen, in about four months. I ate everything that came in sight; in fact I had to put a lock on the refrigerator.

ATHENS: So you started smoking again!

CALLER: Exactly!

ATHENS: And you lost the weight.

CALLER: Not all of it. Here's what I'm doing. I have gone from a pack and a half a day down to about eighteen cigarettes. At the same time that I'm quitting smoking, I have been going on a diet. I've lost about ten pounds with the diet. I'd like to know if I should proceed with this method. I know I can quit again as I did before. I know it's a crutch with tension.

ATHENS: If your mind can stand it, your body will love it. Sure, you should stick with both if you've gone this far, although it's generally a bad idea to try to tackle too much at once.

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CALLER: I quit smoking two years ago, but I thought I'd pass this along. By coincidence, when I quit, I had my teeth cleaned by a dentist, and it really helped me overcome the problem of craving the taste of cigarettes. I know this sounds a little strange, but the dentist had me start a new way of brushing, and brushing my gums, and over a week or two it completely solved my craving for a cigarette. And I don't know, maybe now I'm addicted to toothbrushing, but it solved my problem. I also don't eat very much sugar because—and perhaps it's personal with me—the taste of sugar just made me want to smoke.

WALZER: You have jumped ahead a little on one of our clinic suggestions—brushing your teeth—but I think it's a wonderful idea, going to your dentist and having your teeth cleaned. It's a wonderful incentive not to go back to smoking. As a matter of fact, cigarette smoke is an irritant to the gums.

DR. FREDRICKSON: Let me just add for anyone who has gum

disease, even mild gum disease, and smokes cigarettes, it is absolutely mandatory that they stop if that gum disease is to be repaired. You're just kidding yourselves if you continue to smoke and go to a dentist and spend a lot of money having that gum disease treated.

•

CALLER: I quit smoking four years ago. I had to quit because I was challenged, but I didn't really want to. A member of the family was a junkie, he was on drugs. We were all talking to him, and I told him he could give the drugs up, and he was telling me it wasn't easy. I said, "You can stop this thing any time you want," and he said, "Well, look. You can't even give up cigarettes." He really threw me a challenge I had to take up. So I really had to have some serious talks with myself. I said, "You're more intelligent that this," and I really went through some traumatic experiences. But I did it. If this kid could tell me this, and I had no idea what he was going through—even with my withdrawal symptoms, I couldn't imagine what he was going through— Well, thank God he straightened himself out, too. And he stopped me from smoking.

DR. FREDRICKSON: I find that a very interesting telephone call because it goes right to the center of the most fundamental problem facing most smokers, and that is the nature of their motivation. I'm convinced that the reason most smokers who try to stop and do not succeed fail is not because they can't stop, but because they do not do what is necessary to stop. The reason they don't allow themselves to go through this process of change is because nine times out of ten they are deficient on motivation. It is the nature of the motivation that is so terribly important. Let me just suggest that what we heard here was a very dramatic illustration of how a powerful form of motivation can support this decision

and carry you through the most difficult periods. This man stopped smoking because he committed himself to a goal, an objective. He was doing this, I suspect, not only for himself but to help someone else whom he loved very much. It's much easier, it's a much more powerful form of motivation to be for something than to be against something, and when smokers find something that they can be for, rather than just be against, cigarettes, it will frequently put a whole new face on an effort to stop. One of the most important things you can be for, I would like to suggest, is yourself! When you stop smoking, think of it in terms of committing yourself to your body, protecting your body, and respecting your body so that you can enjoy life. This kind of an approach, this attitude, can be far more sustaining and helpful for smokers than trying to be against something. And in this case, of course, it's cigarettes.

11 | Clinic Day Six

Let's hope that the first week of this clinic has made a believer out of you. When I got to this point in the program, I said to myself: "It's the easy ones I've given up. The ones that are left have me worried." We will now start to tackle the ones that are left, and you will find that the fear of the prospect far outweighs the reality. Many of the things we will be trying this week will seem a lot tougher than they are, but they can be mastered if you DON'T CHEAT, FOLLOW INSTRUCTIONS TO THE LETTER, AND HAVE FAITH.

Let's Review

You may, in fact, try to cheat by skipping this section, figuring, Hell, I already know all this. Let's get on with it. Well, maybe you do already know all this, but going over it helps

make it become automatic to you. Besides, if you haven't read this review yet, how do you know you know it all?

WRAPPING	each and every pack you smoke, no matter how big a pain it is.
WRITING	each time you take a cigarette. Value, time, place, activity.
TALKING TO YOUR BUDDY	about problems and solutions, for moral support. If you don't need the help, your buddy might. Talk every day!
ONE PACK AT A TIME	is the only way to buy them. We are not trying to make cigarette smoking convenient.
DON'T CHEAT	because (to use an already worn-out cliché) you're only fooling yourself (I honestly wouldn't know if you cheated or not).

Those are the initial rules of the clinic. During the first week, however, we have added to that list:

NO CIGARETTE	during the first half-hour after you get up.
NO CIGARETTE	during the last half-hour before you go to bed.
SPACE CIGARETTES	one hour apart.

To help you along with all this, there are those tips, and we can run through them quickly here.

When The Craving Hits:

DEEP BREATHING

WORRY BEADS OR FIDDLE WITH COIN

FAKE CIGARETTE OR PENCIL

EXERCISE

DRINK WATER

NONCALORIC SNACKS

CALL BUDDY

BRUSH TEETH OR CHEW GUM

By now you have probably even discovered a few of your own tricks and can add them to the list. If you still need help, refer to the question-and-answer chapters (there's another one coming up on page 140) or to the Original WCBS Tip Sheet in the Appendix (but don't peek at the other chapters ahead). Chances are, your problems are the same as somebody else's, and the solutions should be among those personal responses. But for now, I imagine you have enough help to start you out on Week Two. This is going to be a tough week, because now we are going to start . . .

Breaking Associations

We do a lot of things during the day that remind us to smoke. We then light up our old favorites and get that comfort and assurance we are seeking from our cigarettes at those moments. That is why one of the most important parts of breaking associations is changing brands.

Look at you, you're getting nervous already. Well, don't. But remember, as I said on Day Five, changing brands doesn't mean JUST changing brands—from Marlboro to Winston, from Salem to Kools. It means changing THE KIND OF CIGARETTE YOU SMOKE. Switch from filter to nonfilter, from menthol to nonmenthol, or vice versa.

If you still don't understand the philosophy behind all this, I'll try to explain it in another way. One of the reasons we find it difficult to quit smoking is because we are com-

fortable with our cigarettes. All those benefits we talked about (companionship, comfort, security, and so forth) come from a cigarette we know and love. When we BUM a cigarette from someone else, it is usually because we are out of our own brand and desperate. Any port in a storm. But it's true, there *is* no place like home, and most of us, when we're forced to bum, can hardly wait to get back to our own brand—home again, and what a relief.

What we are doing is forcing ourselves to feel a little less comfortable by changing brands with the cigarettes we smoke. *That* is why we must change brands, and *mean* it when we do. Do not necessarily switch to a brand that is TOTALLY ABHORRENT to you (i.e., from Salem Lights to Camels). That would be extreme, and might in fact discourage you to the point of giving all this up in midstream. Change, instead, to a brand that is somewhat different, to one that tastes different, feels different, and leaves you somewhat disappointed.

DO NOT—I repeat—DO NOT SWITCH TO A LOW-TAR CIGARETTE! If you are already smoking one (such as Carlton or Vantage), then switch to a *stronger* brand.

Low-tar cigarettes are great if you want to cut down on the EFFECT of cigarettes on your health while continuing to smoke. But that's not our purpose. Rather, we are trying to give up the HABIT OF CIGARETTES! Don't lose sight of that goal. In fact, we should reiterate it here. WE ARE NOT TRYING TO CUT DOWN. WE ARE NOT TRYING TO MEET OUR MOTHER-IN-LAW'S CHALLENGE. WE ARE NOT TRYING TO PLEASE OUR LOVER. WE ARE TRYING TO QUIT SMOKING ENTIRELY, BECAUSE WE WANT TO DO IT. And what's more, we *will* do it!

Sorry, I got carried away. Back to the low-tar business. During the original clinic, we found that people who

switched to the low-tar cigarettes began smoking MORE because they couldn't get enough satisfaction from their new brand. True, some eventually got used to the new brand and were able to cut back the difference, but many others who had already substantially cut down on the amount they smoked found the sudden increase thoroughly discouraging. And we don't want to be discouraged, do we, gang? Of course not! So stay away from those low-tar cigarettes—at least for now.

What have we done in changing our brand? We have eliminated a very important association. We have substituted something strange for something familiar, a foreign taste for a friendly taste. In truth, a lot of people hit this point in the clinic, go for a day or so on their new brand, and then just quit smoking. They decide it just isn't worth it. That may happen to you, but if it doesn't, don't fret. You have just begun to fight.

Another List

This is not just for the hell of it, believe me. We have to make a list of those things that remind us to smoke. Here is a sample list, one that probably includes a lot of TRIGGERS you will recognize from your own habit. These are associations we make between normal, everyday activities and cigarettes.

I Must Have a Cigarette

when I drink coffee
when I am at a bar
when I am at a party
when I am on the telephone
when I sit down at a typewriter

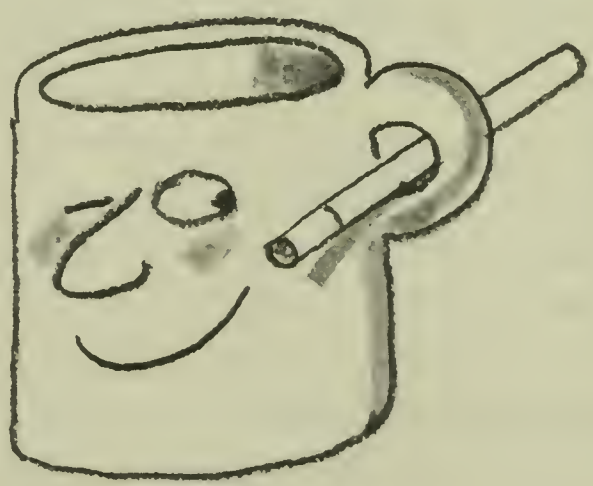
after I eat
when I am driving
when I am reading
when I am in conversation
every time I have a martini
whenever I am waiting
whenever I am nervous
as soon as I come out of a theater

So the list goes.

Until now we have really given up only the automatic cigarettes (with the exception of the first and last of the day). Now we are going to target in on those *triggers*. We are going to break our association between the activity and the smoke.

I'll Drink to That

One of the most famous twosomes in history has to be coffee and cigarettes. They go together like love and marriage, horse and carriage, Holt and Rinehart (I promised I'd get the publisher's name in), ham and eggs, and so forth.



Well, get a grip on your cups, because as of NOW we will no longer have coffee *and* cigarettes. In fact, we will no longer have ANY BEVERAGE and cigarettes!

I know! I know it's a hell of a lot to ask. But is it? Not really, *if* you follow instructions and try hard.

Let's start with our morning beverage. Most people have coffee or tea. Let's say it's coffee (and this would apply equally to tea). You must drink that coffee without having a cigarette. If you are drinking your coffee and absolutely can't stand it without a cigarette (consider how ridiculous that is, not being able to stand it any more), then you can have your cigarette (remember, though, it's the new brand). FIRST, however, you must DUMP OUT YOUR COFFEE. That's right. You are required to make a choice. Which is more important to you, the coffee or the cigarette?

The choice is yours. In my case, I had to have my coffee. I'm a three-cup man. So I struggled through the first cup without a cigarette. I must admit, it felt very strange and uncomfortable. But I *did* it. The second cup wasn't as bad, and when I got to my third cup of the day, I was surprised at how easy it was to drink coffee without really needing that cigarette at all.

There are some tricks that can help you along, but I would advise trying to drink that first cup cold turkey. If it still gives you problems, one thing you can do is SWITCH DRINKS. If you usually have coffee, drink tea instead. If you're regularly a tea drinker, try coffee. The point is to do something to break the association between that flavor in your mouth and the cigarette. Try putting your smokes out in the mailbox, so that you can't get them till you leave the house.

One important point. AFTER you have finished your coffee

(or tea) but BEFORE you light up your next cigarette, take a drink of water to wash away the coffee flavor, so your cigarette will be that much further removed from the association.

We've taken care of the morning, but you're going to face the same problem again at lunchtime. And how do you separate a "during-coffee" cigarette from an "after-meal" cigarette? Thought you had me there, eh? Well, the coffee is part of your meal, so you don't have your after-meal smoke until you've finished your coffee. In fact at this point having the coffee without the cigarette should be fairly easy. The meal will complicate it a little, but you'll manage. Again, if you find you can't stand it any more, you have the alternative of dumping your coffee. Forfeit it, give it up, and have the cigarette instead. If you are in a restaurant with a group of important clients, you may feel a little foolish—in company, "not being able to stand it any more" is a hell of a spot to be in—but I'm sure they'll understand when you ask the waiter to remove your still-full coffee cup from the table so you can smoke. DO NOT CHEAT! This is an easy point at which to cheat. But it's also an easy point at which to make a great stride toward what you are trying to accomplish. In case you've lost sight of that goal, it's to QUIT SMOKING.

The Day Wears On . . .

. . . and as it does, you get closer to that after-work or before-dinner drink. Another stumbling block, you think. Not really. The same rule applies here as with the coffee or tea. The association of action and taste prompts your desire for the cigarette. If you're a "handler" (see the Smoker's Self-Evaluation Test you took last week), then toying with the straw or swizzle stick in your drink will help. But if you're a

full-fledged smoker who's been alternating sips with puffs, chances are your drink won't taste the same to you without that cigarette. Every time you get the flavor of the drink, it reminds you of that cigarette.

You could tough it through: in order to avoid cheating, you could also avoid having a drink. There is no need for that, however. Do what you may have had to do with the coffee or tea. CHANGE DRINKS. During the radio clinic, a friend told me he did fine all day with the coffee, but after days of trying, he still could not keep from having a cigarette with the traditional martini he had every night when he got home. He had gone so far as to leave his cigarettes in the car, but would find himself making a beeline for the driveway after the first sip or two of his extra-dry. "What kind of martini is it?" I asked. "Gin," he said. "I always drink gin." "Simple," I told him. "Try drinking vodka martinis instead." He did, and the flavor no longer triggered the craving for a cigarette. Of course, he *hated* the vodka martinis, but after a couple of days the association between the drink and the cigarette had broken. And he was able to go back to his gin without having to go back to his cigarette.

A Giant Step

Eliminating these beverage-related cigarettes is one of the most important steps on the road to quitting cigarettes. It may not be EASY, as was the elimination of some of your cigarettes last week, but I never said this would be easy. There is no EASY way. If there was, we wouldn't be going through all of this right now, would we?

Changing from your favorite drink to another in order to break the association between beverages and cigarettes doesn't mean that you will never be able to have your favor-

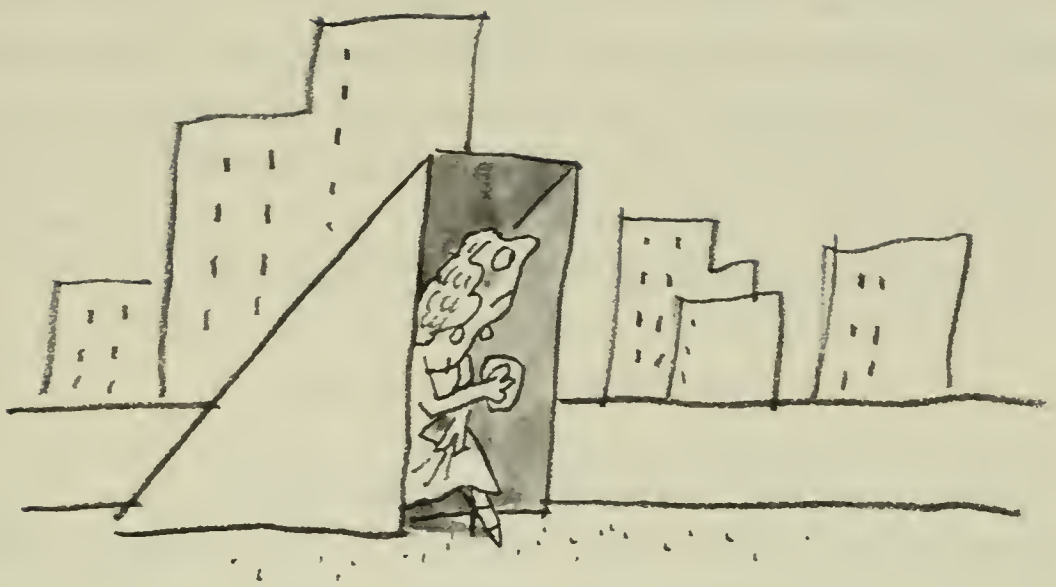
ite drink again. More often than not, it only takes a day or two to break the drink/cigarette association, and then you can go back to your favorite beverage without fear of going back to the cigarette. If you do experience trouble when you go back, don't let it get you down. You may be pushing too hard or expecting too much. Remember, you are trying to break a lifetime habit in a relatively short time. It can be done, but don't be discouraged if you have a problem or two along the way.

Here's Where We Stand

Listing the new stuff first, we are

NOT SMOKING AND DRINKING (ANYTHING) AT THE SAME TIME
WAITING AT LEAST AN HOUR BETWEEN CIGARETTES
WRAPPING AND WRITING
BUYING ONE PACK AT A TIME
TALKING TO BUDDY
SMOKING A DIFFERENT BRAND (not our favorite)
NOT SMOKING FIRST AND LAST HALF-HOUR OF DAY

Remember the tips, remember not to cheat, and don't read ahead. We have just started to eliminate what some refer to as the "problem" cigarettes. If you have been following all the rules, and using the tips, you should not find them much of a problem. As you pass each hurdle without a cigarette, please note (look in a mirror if it helps) that you have survived!



12 | Clinic Day Seven

Are you getting used to that new brand of cigarettes yet? Probably not. Are you getting used to having your favorite beverage without a smoke? Most likely. But if you are still having problems, then here is another pointer on breaking those drink/cigarette associations.

If, say, you have finished a cup of coffee at the end of a meal at home, LEAVE THE TABLE BEFORE YOU LIGHT UP. Take the cup and put it in the sink; then move to another room. Don't have the cigarette in the same place where you had the coffee. Disassociate from the drink as much as possible BEFORE you light up. To repeat, it only hurts for a little while, and you'll be amazed at how fast the association is broken.

The same applies to your martini or to a drink at the local

bar and grill. You can finish the drink, but before you light up, get up from the bar or table, take a stroll, stand by the jukebox, go somewhere else before you smoke. That stroll, by the way, might prove to be a good SUBSTITUTE for the cigarette. Just because you finished your drink doesn't mean you *have to have a cigarette. Try not* having one. That, remember, is the ultimate goal—not having them.

Two for the Price of One

There are two new steps in today's clinic, and they tie together nicely. One will help you get through the other. Most (if not all) of the cigarettes that we are still smoking are the "must have" cigarettes. We will now chip away at them until there is nothing left to smoke.

DON'T PANIC! We are not going to do this all at once, all today. The point I'm trying to make is that we must now start CONSCIOUSLY staying away from cigarettes. Since smoking is to a large extent subconscious (a habit), such conscious measures would be difficult all at once. And so we will gradually separate ourselves further and further from our cigarettes by singling out times and places in which we can or can't smoke. In effect, we will paint ourselves into a corner.

As you may have learned over the weekend while looking over your wrap sheets, the #1 cigarettes generally occur at the same times in the same places while you are doing the same things. Some of you may have already eliminated some of the #1 cigarettes, but if you haven't (some of you probably didn't even try), then this is your moment of truth. I don't want to scare you; and I reassure you, again, that there is nothing to be frightened of. You will EASE into this. I only caution you that from here on out, nothing will come

automatically. You will have to make a continuous conscious effort to accomplish your tasks. But from my own experience I can also promise you that once these tasks are accomplished, they won't seem to have been as difficult as you believed they would be when you first read about them here.

The first part of today's double assignment may have little or no effect on some of you, and a great deal of effect on others.

No Smoking While Traveling

What does that mean? It means just what it says. NO SMOKING WHILE TRAVELING. Now if you take a subway or a bus to work, then chances are you already don't smoke in transit because no smoking is allowed in either conveyance. But I am talking about more than just passenger travel. Many of us still manage to grab a last puff right before we get on the bus, and have the cigarette in our mouth ready to light up as we are getting off. That is a NO-NO! TRAVELING, for our purposes, is going from one place to another the *entire* way. In the case of your getting to work, traveling is the period of time from when you open the door to leave your house until the moment you arrive at your office, or whatever your exact place of work may be. (If you work outdoors, then it's when you arrive at the job site.) It's all very simple, really. You do not smoke while walking to or from the transportation you use to go from one place to another, and if you walk all the way to work, then no smoking while walking, period.

And we certainly wouldn't want to leave out you people who travel by commuter railroad (where there are smoking cars) or by private car (where you can do as you please).

What I am saying is NO SMOKING ON ANY KIND OF TRANS-

PORTATION WHATSOEVER. No smoking on anything that moves you from one place to another.

Let's concentrate on the car. When I say NO SMOKING WHILE DRIVING YOUR CAR, that means from the time you get in to the time you get out (including when the car is not moving, lest you construe that as a loophole, since the car isn't taking you anywhere at that time). NO SMOKING WHILE INSIDE the car. That includes when you are the driver as well as when you are a passenger.

For those of us who drive to work every day, this can easily mean more than an hour in which we cannot smoke no matter what. Until today, under the rule of trying to space our cigarettes an hour apart, we could have found ourselves in our cars at the end of an hour and still lit up. NO MORE!

Trying not to smoke on daily commutation drives gets

especially difficult when one is either stuck in traffic or looking desperately for a parking space. There is a simple preventive measure that will keep you on the path of righteousness, even under such unraveling circumstances. Before you get into your car, if you fear your will is weak, LOCK THE CIGARETTES UP IN THE TRUNK. I have not seen anyone yet who was willing to climb out of his car in the middle of a slow-moving line of traffic and get a pack of cigarettes out of the trunk.

Stowing your cigarettes in the trunk can have another purpose, too. We've talked about commuting, but what about a long car trip? A trip to Aunt Milly's for the weekend? Well, if you are going to be in a car for several hours and you have reached a point where you feel you cannot stand it any more and MUST have a cigarette, then have one! All you have to do is pull the car over to the side of the road, stop, get out, close the door, open the trunk, pull out the pack, unwrap, write down all the information, rewrap your pack, put it back in the trunk, close the trunk, REMAIN OUTSIDE THE CAR, and smoke your cigarette. If you are alone, you may find that to be no problem, and if you are the driver, with other passengers, you can always explain that you are "fatigued" and need to stretch a bit. But if you are a PASSENGER (and for that situation, we'll waive the trunk idea), I'd like to hear the argument you'll have to give the driver to convince him he must stop because you can't stand it any more. Chances are, by the time you get up the nerve to tell him, the craving will have passed, and you won't "need" the cigarette any more.

When you are on a commuter train, one that has a smoking car, there is but one piece of advice: STAY OUT OF THE SMOKING CAR! No, I'll make that two pieces of advice. Don't

sit in the drinking car either. The drink will only remind you that you are not smoking. Instead, read, do a crossword puzzle, knit, crochet, write letters, play solitaire (or get up a game with some other nonsmoking passengers). Keep your hands and your mind busy. As a LAST RESORT, though it's somewhat more expensive than locking your cigarettes in the trunk of your car, THROW THEM AWAY before you get on the train. That way, no matter how tempted you are to sneak into the smoking car, you won't have anything to smoke. (Bumming would be a despicable crime.)

Same on a plane as on a train. Stay out of the smoking section. On a plane, that's easy—you're assigned a seat, and once you are in flight, especially if the plane is full or nearly full, you won't be able to move around much from one section to another. Again, if you are really worried about it, you can throw away your cigarettes before you get on the plane.

Remember What You've Learned About Yourself

Before giving you the second part of today's assignment, I want you to take a look at yourself. During all those months and years when you thought you couldn't stop smoking, you probably even found it hard to imagine yourself cutting down effectively. Yet look how far you've come. Aren't you surprised at yourself? So now, when the going gets a little tough, when you really have to put forth some effort, don't give in to every nagging little crave. REJECT IT.

THE MOST IMPORTANT THING OF ALL is to remember that NO MATTER HOW BAD THE CRAVING GETS, IT WILL LAST ONLY A FEW MINUTES, THEN IT GOES AWAY.

Most smokers, when they are in a situation where they feel they *must* smoke, give in. When you're in the throes of

quitting, it can come as a sharp, nagging urge, or it can hit like a brick. DON'T GIVE IN TO IT. Take a deep breath and a drink of water, and wait for it to pass. IT WILL! Then you can continue with what you were doing. It is always a fleeting moment of weakness that destroys the quitting smoker, especially a smoker who has come this far.

As you have already learned with the cigarettes you are now NOT smoking, you can survive without them. Cigarettes you would have been smoking two weeks ago are now all but forgotten. You CAN do it. Doing it for the first time is rough, but once you succeed and find you are still alive—still functioning, not a mass of quivering jelly—then you know you can overcome the next obstacle, and the next.

Some Extra Tips

There are a few other things that can help you get through all this planned nonsmoking. Flavored toothpicks can be most effective; according to one friend, cinnamon is the flavor closest to the taste of cigarettes, though others prefer ginger or a piece of ginger root. Gum is always a good substitute because it requires many of the same functions as are required of cigarettes: you have to get a stick of gum out of the package, unwrap it, place it in your mouth.

If you are a "handler" you will find, as we have mentioned, that worry beads, a pencil, or a phony cigarette work well. Some people who get this far in the clinic actually found crocheting most helpful. As one quitter wrote me after the first week: "I even managed to get through a monthly board meeting last night without a single puff . . . usually that meeting is good for the better part of a pack. I did crochet quite a lengthy piece, though." The point of all this is that there are alternatives to sitting there fidgeting, think-

ing constantly about how you wish you had something to do with your hands or to put in your mouth.

STAY AWAY FROM SNACKS AND CANDY. Except for noncaloric nibbler foods, do not use food as a substitute for smoking. You will only be replacing one problem with another. One lesson of the radio clinic is that you can stop smoking just as effectively without the crutch of extra food, and without getting FAT!

TRY TO EXTEND EACH STEP. In other words, if you are trying to go two hours and you succeed, see if you can go a little longer. Try to take it one step further. If you have finished your coffee, see how long you can wait AFTER your coffee to have that next cigarette. If you got to your office having succeeded in not smoking all the way into town, see if you can wait even longer before you light up.

We STARTED SMOKING ONE CIGARETTE AT A TIME. Now let's try to CUT DOWN ONE CIGARETTE AT A TIME.

Each cigarette you feel you want and then DO NOT HAVE brings you that much closer to not smoking at all. Every time you can postpone that cigarette a little longer, it is one less cigarette you smoke, and the craving that triggered the need for it *will* disappear. By facing down each craving as it comes along, you can successfully quit, or all but quit right now. I'm not saying you *should* be able to, but there are many of you who *may* be able to. Try it—you might be the one to succeed.

Part Two for Today

Now that you have been thoroughly boosted, bolstered, reminded, reinforced, and warned, we can get on to the second part of today's project.

You are to pick a period of time for today when you WILL NOT SMOKE FOR THREE CONTINUOUS HOURS.

Calm down now. Three hours isn't as rough as you think it is, if you plan for it. Here is where you have the advantage. YOU PICK THE TIME. Obviously, sleeping time does not count, but other than that, you can pick whatever three hours you want. Remember I said the two items for today tied together? Here's how.

You can try the first three hours of the day. Since you are already not smoking for a half-hour after you get up, not smoking while you're having your morning coffee, and now not smoking while you're traveling to work, you already may have a considerable jump on the three hours.

Or you can try a three-hour period during your workday. You might choose a particularly busy time when you find you normally do not smoke. To get a good idea of when that

would be, CHECK YOUR WRAP SHEETS. Perhaps there is already a three-hour period in which you have not been smoking. Fine. Stick to it. The only difference is that you will now consciously not be smoking during that period.

You can GO TO A MOVIE. Sit in the no-smoking section and don't get up. Pick a double feature or a three-hour movie, or start not smoking an hour or more before you expect to get to the theater.

You could try the three-hour period at the end of your working day, including your travel time back home. If you have an hour's commute, start not smoking two hours before you plan to leave the office, and by the time you're home you'll have your three hours out of the way.

ANY THREE HOURS will do, just so it's three hours. And remember, it's *only* for three hours! At three hours and five seconds you can light up. No tricks, no surprises. Honest, you can smoke as soon as that ONE THREE-HOUR PERIOD is up. And if you are successful in making the three hours, there's a small chance you may *not* feel a desperate urge for a smoke. In that event, why not try to go a little longer? Try four hours, or just three and a half. You don't have to, but why not try it just for the hell of it? You may surprise yourself and stop smoking altogether. Don't feel you're under any obligation to wait for the rest of us.

Well, that's it. I think you'll find it easier than it sounds. In fact, you may have already done so without trying. By this point in the radio clinic, while many of us were still smoking eight or ten or even fifteen cigarettes a day, many others were already down to three or four.

Let's Review Once More

We'll make this a quickie, since you have a lot to do today.

WRAP, WRITE, CALL BUDDY, NO SMOKES BEFORE YOU GO TO

BED AND AFTER YOU GET UP, BUY ONE PACK AT A TIME (WE HAVE CHANGED BRANDS FOR THE WEEK), NO SMOKING WHILE TRAVELING, AND NO SMOKING FOR ONE THREE-HOUR PERIOD DURING THE DAY (YOU PICK THE PERIOD).

To help you along, there are all those tips, including: PUT CIGARETTES IN CAR TRUNK, THROW OUT PACK BEFORE TRIP STARTS, FLAVORED TOOTHPICKS, GUM, MOVIES, CROCHETING, CHECK WRAP SHEETS FOR BEST TIMES. Plus the old stuff: deep breathing (don't sell it short if you haven't tried it), a glass of water, a walk, exercise, and so on.

Get busy doing something. "The idle mind is the devil's playground," and the same goes for idle hands if they're searching for a cigarette to hold. Whatever you do, pick the three hours during which you feel you have the best chance to succeed, and then KEEP BUSY. DO NOT SPEND THREE HOURS MOPING AROUND THINKING ABOUT CIGARETTES. I didn't want to mention it, but SEX is an acceptable way to pass the three hours, provided sex doesn't always leave you with the urge to smoke afterward. Whatever you think will work for you is fine. Just remember, it sounds harder than it really is. Good luck!

P.S. If you try to go the three hours and don't make it, DON'T GIVE UP. Start again. YOU CAN DO IT!

P.P.S. Have you QUIT already? Then turn to Chapter 18, "Withdrawal Symptoms."

13 | Clinic Day Eight

In the words of the late Walt Kelly, "We have met the enemy, and he is us." A woman called the smoking clinic the day after the NO SMOKING WHILE TRAVELING restrictions were put into effect. "I have been successful up to now," she said, "but I really have a problem with not smoking while driving. That is the time when I find I am smoking a lot, and I just can't seem to stop." "How are you managing to unwrap your cigarettes, write everything down, and rewrap your pack while you are driving a car?" I asked. "Oh," she replied, "I have my cigarettes so that I can get at them without unwrapping, and I write everything down later."

Well, she really figured out a way to beat the system, didn't she? This woman had convinced herself she could (a) make the clinic work without following instructions exactly,

and (b) fool someone (who, me?) by cheating a little. Worst of all, she had apparently also convinced herself that the cigarettes were a requirement for driving. As if she couldn't control the car without them. She had gone the three hours without smoking, but when she was in the car she couldn't go five minutes. When I told her she would have to wrap her pack of cigarettes correctly and put it in the trunk before she started driving, just as we had said the day before, she was devastated. I convinced her that since she'd come this far and done a lot of things without cigarettes she'd never thought she could do, she had to give it a try. She agreed. And of course the story had a happy ending. IT WORKED! But there is a larger point to this tale. This woman, who wanted very much to quit smoking, was making it harder for herself by setting up her own roadblocks. We have researched and designed this clinic to make it as painless as possible. To deviate from it is only to make it tougher on yourself. If you find yourself in the same boat as this woman, then perhaps you should ask yourself, "DO I REALLY WANT TO QUIT?" And I must warn you that although you may be smoking a lot less now than you were, this doesn't mean you have cut down to a safe level and can just stop right there. Either you quit altogether or in no time at all you will be smoking as much as you ever did. So let's make a resolve. CHEATING is out. SHORTCUTS are out . . . unless your shortcut is to give up cigarettes completely right now.

How Are You Doing?

Did you make the three hours? I'm sure a lot of you made even four hours, or more. If you didn't last through a three-hour period without smoking, don't be discouraged. Try it again. It may be necessary for you to separate yourself from

cigarettes altogether during that time—to give your cigarettes to someone else or just throw them away. Don't have any available for that three-hour period. And if need be, spend the three hours with your BUDDY. That's what buddies are for. Perhaps your buddy has also had trouble. You can support each other. But don't spend the three hours talking about cigarettes. Involve yourselves in something that will keep your minds occupied. You cannot think about two things at once, so keep yourself going. If you are really having problems, STAY AWAY FROM OTHER SMOKERS during this period. You only have to succeed once to prove to yourself that you *can* do it.

Remember, keep busy. Don't let yourself become preoccupied with the fact that you are not smoking. And use the TIPS.

For Those Who Made It

Try it again today, but pick a different three hours. Check your wrap sheets for another period during the day when you think you can do it. If you did it in the morning yesterday, then try the afternoon or the evening today. If you spent all or most of your three hours in a movie yesterday, try doing something else with your time today.

If you really feel confident, then try TWO separate three-hour periods today. The one you did yesterday, PLUS another one. Plan ahead, think ahead, keep busy, and if need be, separate yourself from your smokes.

Before We Go On

I want to share with you a letter I received at this point in the radio clinic. It involves BUDDIES, IDEAS, TIPS, SUCCESS, DETERMINATION, and a real sense of PRIDE for the writer. It is one of the thousands of letters we received during and after the smoking clinic, but more than most it reflects the kind of attitude we found most typical at this point in the program. PLEASE READ IT, because I am sure it will help you in some way.

Dear Art:

The reason I'm writing you now is because my buddy is out of town this week. We have been running up long-distance phone bills, but I am unable to call out of town from my office.

In my case, work is the toughest part, like right now when I have some free time. If I'm writing, my mind is occupied, my hand is doing something, and I'm chewing the cap of the pen. [*Editor's Note*: This letter was written in longhand.]

Please bear with while I intermingle some self-praise and tips that have helped me.

In the office I have managed to cut back by *not* emptying

the ashtray on my desk. As the day goes on, I am less inclined to light up because the ashtray is full. Furthermore, dead butts smell bad, even to me.

Last night I made the three hours by running out of smokes after dinner (about eight-thirty). If the clinic hadn't called for the three hours, I might have popped down to the deli to pick up a pack.

You suggestion of not smoking one half-hour after I get up has cut my morning use to, at most, one in the house, and it has dropped from a CLASS #1 to a CLASS #2 cigarette. I no longer smoke on my way to the subway. I no longer light up the minute I hit the subway exit.

Your suggestion of telling myself immediate short-range goals has worked. EXAMPLE: The first time I cut the cigarette at the subway exit (which was a #3), I told myself "I'll light up at the office." Then I followed your suggestion. I will not have any until coffee is finished.

When I go to a restaurant for lunch I have been able to cut back by forcing myself to ask permission to smoke. First I started by asking the people I was with, "Is it all right if I smoke?" Then I changed this to "Do you mind if I smoke?" Now I ask people at the next table, too.

I lunch with my buddy whenever possible.

Thanks for being my absentee buddy. This letter was written over a half a day in lieu of smoking. When I started, I wasn't even sure I would mail it. It has helped me to put a lot on paper, because it is like advance wrapping.

The letter goes on to say that the writer had quit smoking by going cold turkey several years before, found it much tougher than the clinic, and had at this point cut his smoking by more than 50 percent. Not as much as others, but more than some. The point is, this man was sincerely trying, and he was proud of every successful effort. He found writing very good therapy. Of course writing will not work for

everyone, for if you are going to write about smoking, then of course you are keeping your mind on cigarettes. On the other hand, if your buddy is away, you may find writing about your feelings better than bottling them all up inside.

In fact, I am interested in how you are doing. So if you feel the need and have no one else to write to, write to me, care of the publisher of this book: Art Athens, Holt, Rinehart and Winston, 383 Madison Avenue, New York, New York 10017. I would like to hear who you are, how you are doing, and what tricks other than the ones given in this book may have helped you. Or what special pitfalls you have found in the course of the clinic so far.

Now let's move on with the clinic. You are still trying to go three hours and, if possible, three more hours today. That should keep you busy. And either or both of these stretches will probably be helped along by the next step in the program.

No Smoking for One Half-Hour after Meals

That headline jumps out at you, doesn't it? A knot in your stomach. A tremble in your hand. A lump in your throat. My God! That sacred, mandatory, can't-live-without-it after-meal cigarette. HOW CAN I LET GO OF THAT?

To me, this was the moment of truth, and the truth was that it was difficult, *almost* impossible to do the first time; hard the second time; and not so hard the third time. By meal number four, I could cope with it readily, and again was amazed at how well I survived.

Here is what we are going to do and just how we are going to do it. For some of us, it will mean no more cigarettes between the meal and the coffee. For others, who do not have cigarettes in between (and you shouldn't), but

right after coffee (or tea), it will be somewhat easier. Either way, the one important step is to GET AWAY FROM THE TABLE AS SOON AS YOU FINISH EATING. DO NOT LINGER AT THE TABLE.

IF YOU'RE AT HOME: get up, brush your teeth, do the dishes, take a shower, jog around the block, take out the garbage, go visit a neighbor (a nonsmoking neighbor, and leave your cigarettes at home). DO ANYTHING YOU CAN to take yourself away from the environment of dinner and to keep yourself busy. You can try all the substitute things we suggested—drinking water always helps, and don't forget the

deep breathing. But above all, do yourself the favor of getting away from the table. Remaining there will only make you think more about food, and consequently more about smoking.

IF YOU ARE IN A RESTAURANT: do the same thing. Get up from the table. Go to the restroom. If you can't brush your teeth, then bring along and use one of those handy antiseptic spray gadgets—anything to remove the food taste from your mouth. If you must go back to the table, take big drinks of water. Ask the waiter to clear away the empty plates. Try a toothpick. Eat a mint. Leave as quickly as possible and go for a walk. Remember, you only have to wait ONE HALF AN HOUR. That's thirty minutes.

When you eat out with others, try to make it with people who don't smoke. This would be a good occasion to dine with your buddy, at least for the first couple of times. DO NOT BRING YOUR CIGARETTES. Leave them at your office or home so you cannot smoke until you get back. And try to choose a restaurant at least a half-hour away.

Let's take a look at what happens when you smoke after a meal. The cigarette extends the pleasure of the meal, but more important than that, the action of smoking relaxes a very full body.

Think about it. When you light up after a meal, that first drag is usually a BIG one. You inhale deeply, really take in a lot of smoke, and then slowly let the smoke out. What you are actually doing is SIGHING. That's right, you are sighing just as you would if you didn't have a cigarette in your hand. It's a deep inhalation followed by a long, slow exhalation. Sighing is one way we have to relax, lose tension, and regain composure. Nonsmokers do it all the time. You can do it too. Try taking a long, deep SIGH after you eat. It will

expel at least 50 percent of your desire for a cigarette. And if it helps, go through the motions of smoking. Hold your fingers together, bring them up to your mouth—the whole bit. Try it. IT WORKS!

If you are dining at home and are living with or entertaining a smoker who is not trying to quit, ask that person to please NOT SMOKE in your presence during this period (and perhaps to read the message to friends and family found in Clinic Day Five).

I will not kid you: the first effort at not smoking after a meal will be difficult. As the time ticks away, you will become more and more conscious of the fact that you are waiting. Try not to think about it, but if you can't help yourself, then just keep telling yourself "Only ten minutes to go, only eight minutes," and so on. By the time you get to thirty minutes, you will most likely discover . . .

The Big Surprise

Here it is. It surprised me, and it will probably surprise most of you. That after-meal cigarette, if we smoked it right after a meal, was generally a #1—that is, a must-have cigarette. Right? But if we wait for half an hour before we smoke it, IT IS NO LONGER AN AFTER-MEAL CIGARETTE. It is now a half-hour-after-a-meal cigarette, and chances are the craving will have diminished to the point where it becomes a #2 or a #3. You may not even want it at all. I know that sounds ridiculous, but it's true.

I have no doubt that many of you will reward yourselves for having gone that first half-hour by immediately having a cigarette. Fine! But wouldn't it be more interesting to see how much further you can go? Try it. It will be good practice for later.

A Busy Day Ahead

So we have several things to concentrate on today. In addition to the wrapping, writing, changing brands (that is, sticking to new brand, not slipping back to old one), and all the other tasks we've picked up along the way, we have some new challenges.

Here they are again: (1) NO SMOKING FOR ONE HALF-HOUR AFTER MEALS; (2) GO AT LEAST THREE HOURS WITHOUT SMOKING. And if you successfully went those three hours yesterday, go for TWO THREE-HOUR PERIODS WITHOUT SMOKING.

Again I remind you that all the tips and tricks in the world will not help if you aren't honest with yourself, and if you don't honestly try to help yourself. Stay far away from the availability of cigarettes during these difficult periods, and don't take cigarettes with you when you go to eat. Instead, you could carry this book around with you. Reread parts of it. Keep in touch with your buddy, and feel proud when you are able to accomplish any of these tasks. YOU HAVE A RIGHT TO FEEL PROUD. A nonsmoker may not think it's a big deal, but we know otherwise, our buddies know otherwise, and anyone who is still puffing away, unable to quit, *certainly* knows otherwise. As you make each of these goals, congratulate yourself, and then see if you can go just that little bit further. GOOD LUCK!

P.S. Quit already? Then turn to Chapter 18 on withdrawal symptoms.

14 | Clinic Day Nine

One day while taking the radio clinic, Bob Vaughn, a co-worker of mine at WCBS, was standing in line to get into a movie theater. It was during his three-hour period of non-smoking. He remembers it well because it was a turning point in his life.

"The guy behind us was smoking away," Vaughn told me, "and his smoke had a way of drifting past my nose. We had just eaten, and I was trying to combine the meal into the three hours. The smell of the smoke was driving me crazy. I had no cigarettes with me. I reached into my pocket and pulled out a quarter. I was, I had decided, going to offer this total stranger behind me a quarter for a cigarette. It was then that I realized how damned silly this whole lousy habit

was, and on the spot I decided I would never smoke again." He hasn't, and Bob Vaughn was a hard-core smoker for over twenty years.

Every smoker who quits has his or her little personal experience that clinches it for them. You don't have to wait for the clinic to end if you feel you are ready to make that decision NOW, on your own.

Early on in the radio clinic, I got a letter that read: "I started the clinic and tried wrapping the cigarettes. It was just not worth the trouble. I had four cigarettes left, and I decided that as soon as I finished them, that would be it. Sorry I couldn't keep up with the clinic, but it was just too much bother. I always thought I would like to quit but never had the incentive. That did it."

This person was apologizing for not continuing to smoke so that he could keep up the clinic and quit with the rest of us! Of course he was missing the point. QUIT WHEN YOU ARE READY. Don't wait for us, don't wait for your buddy. If you feel the moment is right for you, whatever the reason, DO IT. If you find that you acted too soon, you can always pick up where you left off.

You have no doubt noticed that we have tried to make it difficult for you to smoke. We have in fact tried to make it seem *ridiculous* to you whenever you feel you MUST SMOKE. That's the whole idea, and today we will add THREE MORE ITEMS to the list of NO-SMOKING RULES.

No Smoking While on the Telephone

Ah, yes, that is a toughie. How often do we say to a caller, "Hang on a minute while I get a cigarette." How often do we reach for one before we even make a call, or desperately search for the pack while the phone is ringing. Smoking and

telephoning are a common association. For one thing, smoking a cigarette gives us time to think. We can pause, take a puff, blow it out (into the phone, of course, so the party at the other end can hear our deliberation). Smoking gives us a moment to collect our thoughts or form a reply. As associations go, smoking and talking on the phone can be a tough one to break.

There are a few things you can do that may help. First of all, wherever there is a telephone, there is usually a pencil handy. Fiddle with it, smoke it, tap it—do anything with it you can to keep your hands busy. Try switching the receiver back and forth from one hand to the other. Or pop some gum into your mouth at the beginning of the conversation and let the pauses to chew it soft replace the pauses of inhaling a cigarette. There are no real secrets to not smoking while you're on the telephone. Just DON'T DO IT!

If you are on the phone and suddenly feel you *must* have a cigarette, then there is only one thing to do. HANG UP! I don't want you to be *rude* to anyone. Simply make the following statement before you hang up: "Listen, I'd love to go on talking to you, but I really *must* have a cigarette now. Since I'm trying to quit and can't smoke while I'm on the phone, I'll just have to go now and have one, and then call you back. Okay?" By the time you have gotten through all of that (and have dealt with the reaction to it), the urge for the cigarette will probably have passed.

You will soon learn that you *can* carry on a civilized conversation over the telephone without smoking. It's really quite simple. I can't give you any alternatives on this one other than the few aids above. Just DO NOT SMOKE WHILE ON THE PHONE. And if you must smoke, GET OFF THE PHONE.

Harder Is Easier

As you eliminate more and more opportunities to smoke, you will find that the harder you make it to get your hands on a cigarette, the easier it is to reach your goal. So we are now going to work on cutting down the availability of cigarettes. The wrapping process itself has made smoking inconvenient, and you no longer carry cigarettes around with you during your three-hour nonsmoking periods. Perhaps you've also been putting them in your mailbox before bedtime to keep them out of reach until you leave the house the next morning. Now we are going to carry this business a step further.

From now on, DON'T CARRY CIGARETTES AROUND WITH YOU. *At work*, leave them in the pocket of your overcoat or in some inconvenient recess of your desk, or give them to someone at another desk—anything so that you have to *get* them when you want them. *At home*, leave them in your car, or in the

garage or the basement, so that again you have to go get one when you want it. While traveling from place to place, carry them in a different pocket or in some place other than where you usually keep them (how about in your briefcase or in a shopping bag?). When you go out somewhere in someone else's company, have that person keep your cigarettes. In addition to the inconvenience, you want to have to *think* about it every time you go for a cigarette. To force yourself to be aware of the act. So from here on, keep your cigarettes in a different place, and DO NOT CARRY THEM WITH YOU IN YOUR HOME OR AT WORK. If by chance you're an airline pilot, have the flight attendant from tourist class hold them for you. If you're a taxi driver, leave them in the trunk. (Remember, you taxi drivers, you cannot smoke while traveling, so you have to get out of your cab anyway.)

What to Do after You Get Them

Let's say you had the urge and gave in. You walked across the office and secured a cigarette from the pack you were keeping in someone else's desk. Now what do you do? You unwrap the pack, of course, write down the information (your cigarettes should all be #1s by now), rewrap the pack, and light the cigarette. Hold it! Not so fast! As of now, we will NO LONGER CARRY MATCHES OR A LIGHTER WITH US. We will have to start *bumming* lights! That's right. After you have gone through the desert and reached the oasis of your cigarette pack, you still must find a way to light it. How cruel, you say, how ridiculous! "Why do I have to go through all that?" you ask. Because, as I have tried to make clear, we have reached the point in the clinic where we want it to be as inconvenient as possible to smoke.

When you go out, don't take any matches. You will have

to look around for someone who is smoking and bum a light. You've done it before. It's no big deal. It's just a pain in the butt (pun intended). When you are home, remember you are keeping your smokes in some inconvenient place. Keep your lights in *another* inconvenient place.

So now we have three new items on our list:

NO SMOKING WHILE ON THE TELEPHONE
NO CARRYING CIGARETTES WITH US (PUT THEM OUT OF REACH)
NO CARRYING MATCHES OR LIGHTERS (BUM LIGHTS)

All that PLUS not smoking for one half-hour after a meal. How did you do on that? Those who found it difficult should reread the previous chapter, checking over the tips again. If you did all that was suggested, you should have been able to accomplish the task. If you were expecting it to happen automatically and gave in to your first urge to smoke, then you were not trying hard enough. Of course you will have to suffer a little the first time, and perhaps even the second. But there is no reason for you not to make it. I am sure of that, and I'll tell you why I'm sure of it. *I* was able to do it, and there was NOBODY IN THE WORLD who needed an after-meal cigarette more than I did. I toughed it out the first time, and it got easier from there. I learned, as you have many times so far in this clinic, that YOUR LIFE DOES NOT DEPEND ON THAT NEXT CIGARETTE. That's a promise!

About Those Three Hours

You should now have gone TWO DAYS in which there was at least one, and probably two, THREE-HOUR PERIODS in which you did not smoke. Today we are going to expand on that,

or more precisely, we're going to connect those two periods. I want you to try for SIX hours. (Sneaked that in on you, didn't I? Thought you were done with new things for today.) I know it sounds like a lot, but you will have to do it eventually, and now, I am happy to tell you, is the time. If you got through just one three-hour period, you can extend it to six. It's very simple. First, SEPARATE yourself from your cigarettes (as we are now required to do anyway). Second, REPEAT the three hours you did yesterday, and when you reach the end of that stretch, shoot for FOUR. Then FIVE. Then SIX.

If all that sounds like a bit too much, try it another way. When you reach the three-hour point and find yourself with a burning urge to smoke, try POSTPONING that cigarette for as long as you can. When you feel you can stand it no longer, go get a drink, take a walk, and so forth. If all that fails, go ahead and get your pack. But BEFORE YOU UNWRAP IT, STOP AND THINK! Can you wait another few minutes? When that few minutes is up, think again. Can you stretch it another half an hour? Keep trying. See how far you can go by POSTPONING that one cigarette you feel you MUST have. See how busy you can keep with other things. Shoot for the six hours, but do it ONE CRAVING AT A TIME.

With the cigarettes hard to get at, and all the other smoking triggers eliminated, you will be fighting the ultimate battle with yourself. SEE IF YOU CAN WIN IT. Remember, to repeat again, a craving lasts only a few minutes. Try to outlast it. POSTPONE THAT ONE CIGARETTE AS LONG AS YOU CAN. For many of you, that one cigarette you postpone could be a cigarette you never smoke. YOU COULD QUIT. Right here in the middle of this clinic. But if you don't, that's okay, too. Keep in mind that it's only six hours, it's not a lifetime. YOU CAN DO IT!

Let's Run down the List Once More

This time we'll put the newest stuff first.

GO SIX HOURS WITHOUT SMOKING

DON'T CARRY MATCHES WITH YOU (BUM LIGHTS)

DON'T CARRY CIGARETTES ON YOUR PERSON (PUT THEM SOMEPLACE)

NO SMOKING WHILE ON TELEPHONE (GET OFF PHONE FIRST)

NO SMOKING ONE HALF-HOUR AFTER EATING (GET AWAY FROM THE TABLE)

NO SMOKING WHILE TRAVELING

NO SMOKING WHILE DRINKING A BEVERAGE

NO SMOKING YOUR OLD FAVORITE BRAND

NO SMOKING FIRST HALF-HOUR AFTER YOU GET UP

NO SMOKING LAST HALF-HOUR BEFORE GOING TO BED

KEEP IN TOUCH WITH BUDDY

WRAP PACKS

WRITE INFORMATION BEFORE SMOKING CIGARETTE, AND REWRAP. THEN SMOKE!

BUY ONLY ONE PACK AT A TIME.

Tips include:

DEEP BREATHING

WORRY BEADS OR COINS

PENCIL, PEN CAP, OR FAKE CIGARETTE

DRINK LOTS OF WATER

EXERCISE

BRUSH TEETH

MOUTHWASH

MINTS

KEEP HANDS BUSY

KEEP MIND BUSY

TAKE A SHOWER (PREFERABLY WHEN YOU'RE AT HOME); IT'S A GOOD STALL

FLAVORED TOOTHPICKS

DON'T CARRY CIGARETTES WITH YOU (HAVE SOMEONE HOLD THEM FOR YOU)

DON'T CARRY YOUR OWN MATCHES OR LIGHTER

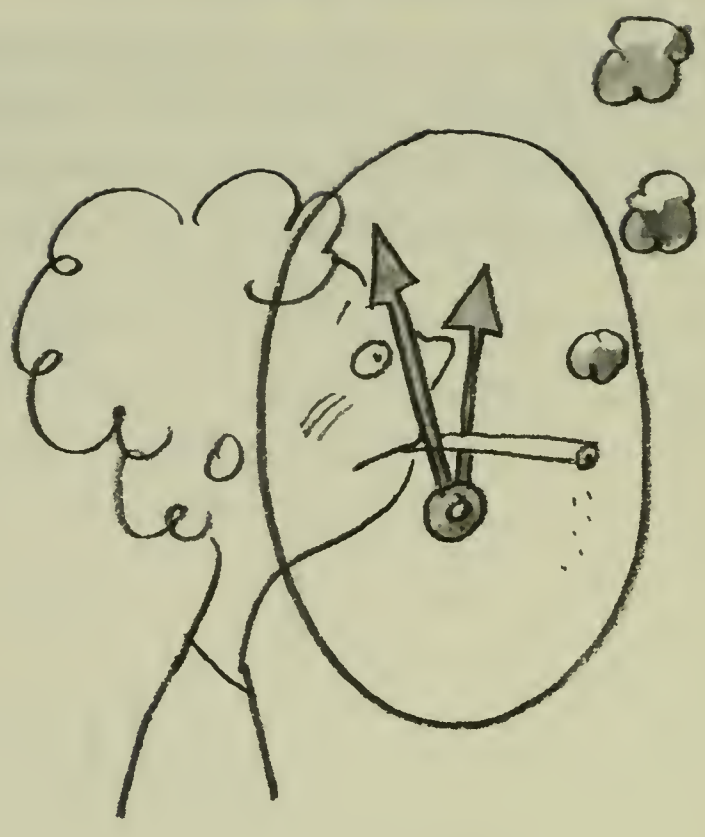
LEAVE YOUR CIGARETTES IN YOUR MAILBOX OR CAR WHEN IN HOUSE

REVIEW, REVIEW, REVIEW

POSTPONE, POSTPONE, POSTPONE (THAT NEXT CIGARETTE)

Here's something else you might try, though *only* if you do not have a weight problem. A small piece of chocolate can absolutely ruin the taste of a cigarette, so try a cup of HOT CHOCOLATE. It might really turn you off.

P.S. Quit already? Then read Chapter 18 on withdrawal symptoms.



15 | Clinic Day Ten

Six hours of nonsmoking has to be the toughest challenge you've faced so far. If you met it, congratulations. If you did not, again I urge you not to be discouraged. How far did you get? Ask yourself these questions, and answer them honestly:

DID I REALLY TRY TO POSTPONE THAT CIGARETTE AS LONG AS POSSIBLE?

WHEN I FINALLY GAVE IN AND SMOKED IT, COULD I HAVE WAITED ANOTHER TEN MINUTES?

ANOTHER TWENTY MINUTES . . . FORTY?

HOW HARD DID I TRY?

WHAT TERRIBLE THING WOULD HAVE HAPPENED TO ME IF I HAD HELD OFF THE WHOLE SIX HOURS?

Perhaps you need to reinforce your motivation. Look at how far you've come. Stop to consider the rewards that await you when you succeed—the pleasure of your friends and loved ones, the physical well-being, the saving of money. Along these lines, let me share a portion of another letter with you. Read it, and then think about your own efforts.

> . . . because of the wrapping I dropped very quickly from thirty or forty cigarettes a day to eight. On June 18th [Day Eight of the clinic] after going without a cigarette for about eight and a half hours (someone in my office helped me by taking away my cigarettes for six hours), I decided to try cold turkey. I gave all my cigarettes away and have not had one since June 18th at 11:30 P.M.
>
> Without the clinic and the tips, and without the encouragement of my husband (a nonsmoker for about twenty years) and several wonderful people at my office, I would still be smoking thirty to forty cigarettes a day. If I could be helped by the program, I am sure many others can be too. . . .

Now here was a smoker who not only did her best but recruited the people around her to help. Her enthusiasm rubbed off on others, and it all combined to make her successful. Her reason for writing? She was DAMNED PROUD of her accomplishment, as I am sure were her husband and those "wonderful people at my office."

So before we go any further, let's examine the psychology of your smoking. Take your wrap sheets from yesterday and review them. At what point did you take that first cigarette after you started your six hours? What were you doing at the time? Where were you? What was it that triggered the craving, and how strong an urge was it?

Today, with that analysis in mind, try to avoid the same situation. Rethink the way you dealt with it. Could you

have done something you didn't do that would have carried you further? How firm was your commitment?

I recall another letter from a participant in our radio clinic. Each clinic day was broadcast for the first time at 7:18 A.M., then was repeated four more times during the course of the day, with the last broadcast coming at 10:20 at night. My listener wrote as follows:

> . . . Okay. For the moment the smoking program is going along swimmingly. I dropped from three and a half or four packs a day to fifteen weeds in the first twenty-four hours, and still going down . . . a problem. The times designated for your broadcasts are, for me at least, very inconvenient. 7:18 A.M.? I arise at 7:30. . . .

My suggestion to this individual was to get up fifteen minutes earlier for a couple of weeks. That would have solved his problem.

The point here is again one of committment. How committed was he to quitting if he couldn't manage to get up twenty minutes early? I imagine that had we accommodated him by broadcasting at 7:30, he no doubt would have found it difficult to keep filling in his wrap sheets because he didn't always have a pen handy. In order to succeed in quitting, you must have a commitment to do everything in your power to help things along. This book can only do so much. It can suggest, advise, require, and implore, but if you can't be bothered with something here or there, then you are not committed enough to give up smoking. So think about that, too. And while you're thinking about it, ask yourself if it's worth it to have come THIS FAR only to let smoking get the best of you. So ends today's lecture.

Today's Tasks

Yesterday we took on a lot. For most of today we will simply try to repeat, expand on, or catch up on what we did yesterday. That is, on SIX HOURS WITHOUT SMOKING and on NO SMOKING FOR A HALF-HOUR AFTER MEALS.

We will, however, add something new. It should prove of further help today, and will probably prove *invaluable* over the coming weekend.

As of today, choose ONE PLACE where you will do all of your smoking AT WORK, and ONE PLACE where you will do all of your smoking AT HOME. Use your wrap sheets as a guide for this. The place you select should be a place WHERE YOU NORMALLY DO NOT SMOKE.

At the Office

If you usually smoke at your desk while you're working, then select some other spot where you *cannot* work—the water cooler, the bathroom, the hallway, a friend's office.

With all the other requirements you've tacked onto smoking at work, consider the effect. You want a cigarette. First you have to go to wherever it is that you have stashed your smokes (you are not keeping them on you any more). Then you have to unwrap the pack, write on the wrap sheet, and rewrap the pack. Then you have to find someone with a light. Then you have to take that cigarette to the designated area to light and smoke it. There is a good chance that by the time you do all that, you will have lost the desire to have the cigarette. If you choose some unpleasant place to do your smoking, such as the bathroom, you will be even less inclined to smoke. There is even the likelihood that before getting up from your desk, where you may be working hard on something, you will consider all the steps necessary to

satisfy your craving and simply decide the hell with it. That is how you will be able to POSTPONE the cigarette a little longer.

At Home

Restrict your smoking to ONE ROOM, and ONE PLACE IN THAT ROOM. June Walzer once told me of a woman who got rid of all of her ashtrays and only allowed herself to smoke standing up by the kitchen sink, into which she would flick her ashes. Whenever this woman felt she had to have a cigarette, that's where she'd go. Other people I know chose the basement or the garage, and some even chose not to smoke in the house at all. If they wanted to smoke they would go outside, have the cigarette, and then come back inside.

That idea of getting rid of all your ashtrays—if not forever, then at least for now—is a good one. If you have a special smoking place where an ashtray is required, then keep only one ashtray around, at that particular spot. Try to make it a big ashtray, preferably one on a floor stand that cannot be moved easily to another place.

When You Go Out

If you are at a party or a dinner at someone else's house, target an area where you will do all your smoking. The bathroom is a good place, or you could step outside to have that smoke. DO NOT BE INFLUENCED BY OTHERS AT THE PARTY. Just because *they* are smoking wherever they please and whenever they please, that's no reason for you to do it. STICK TO THE PLAN.

If you came with someone, presumably he or she is carrying your cigarettes for you. So you will have to ask for one, excuse yourself from the table or the conversation group,

and go smoke it (remembering, of course, not to smoke while drinking, or for one half-hour after you've eaten).

If you're having dinner at a restaurant—well, there's *no* way you can smoke there now.

Critical Stage

That last observation illustrates the critical point we have reached in the clinic. We are able to smoke in FEWER PLACES and on FEWER OCCASIONS. As you go into this weekend, a word of caution on this point. AVOID PLACES WHERE YOU WILL BE TEMPTED TO SMOKE. In other words, if cocktail parties are your weakness, then stay away from cocktail parties for the next couple of weeks. Invite NONSMOKING friends to your house, not heavy smokers. If you always find yourself more susceptible at a bar, STAY OUT OF BARS FOR A WHILE. Plan your activities for the immediate future around this program, which by now should have become your major project. Stay away from situations that tempt you to smoke.

The List Grows Longer

Noting the new stuff first:

SMOKE ONLY IN ONE SPECIFIC PLACE AT WORK AND AT HOME
GO FOR A SIX-HOUR PERIOD WITHOUT SMOKING
DON'T CARRY CIGARETTES OR MATCHES AROUND WITH YOU
NO SMOKING ON TELEPHONE
NO SMOKING HALF-HOUR AFTER EATING
NO SMOKING WITH BEVERAGES
NO SMOKING WHILE TRAVELING
NO SMOKING FIRST AND LAST HALF-HOUR OF YOUR DAY

Keep wrapping, keep in touch with your buddy, keep buying one pack at a time, stay away from your favorite brand, and get ready for a tough weekend.

One more thing. Monday we are going to CHANGE BRANDS AGAIN. No, we are NOT going back to the old brand. We want to shoot for something different again. This time you

can consider one of the light brands, though that isn't necessary.

So be thinking about what brand you will switch to. Perhaps you should consult your buddy.

P.S. Quit already? Then go directly to Chapter 18 on withdrawal symptoms.

16 | Second Weekend

You have now gone six hours without smoking, and this weekend we are really going to challenge you. At some point over these two days, you are to go TWELVE HOURS WITHOUT SMOKING. It may seem that I'm rushing you, but I'm not. Very soon you have to go longer than that without smoking, so why put it off? For how many years have you put off quitting for some "good reason"—you were in the throes of a new job, a convention sales meeting, the breakup of a romance. I'm sure you can come up with some other "good reasons" now. DON'T! Try the twelve hours, and if you follow everything you have learned up to this point, you should be able to make it.

Here Is Your Strategy

As we explained in the last chapter, it is important that you PLAN AHEAD. It would be best to make your attempt on

Saturday rather than on Sunday, because Saturday is generally a busier day—you can find more to distract you.

Plan to start early in the day. Remember, you will not be smoking for only twelve hours, so if you get up at eight in the morning, by eight that evening you will be able to smoke.

It would be a good idea to put together a little survival kit that you can carry around with you. This should include the usual items—carrot sticks, celery sticks, flavored toothpicks, gum, mouth spray, whatever works best for you. When the craving hits, remember the various things you can do—deep breathing, exercise, and so forth.

You have TWO ENEMIES in this twelve-hour effort—boredom and craving. To help me get through this stage of the clinic, I decided to tackle a big plumbing job at home. I worked for hours without a cigarette, never really missing it. Afterwards, I realized I hadn't even thought about cigarettes because I had been "smoking" the cap from my felt-tip pen, which I had been using to mark measurements. The cap had been a perfect substitute.

Why had it worked? When you pretend to smoke something other than a cigarette, you are taking in long, deep breaths and letting them out. The effect is much the same as that of smoking, because what you are really doing in both cases is *sighing*—nature's way of relaxing the body. I've mentioned this before, but it's worth repeating, and if you haven't already discovered it for yourself, try it. Just go through the motions of smoking. Put your hand to your mouth, take a puff, inhale deeply, and blow it out slowly. It works.

When a craving hits, stop what you're doing. If deep breathing fails, do something else. Change your environment. Take a shower. Take a walk. Take a break. Very often, in the course of a big weekend job, you are liable to run out of energy. That's normal. This is another time when you will want a cigarette to give you a "boost." Instead, try some bouillon or hot chocolate. It will give you the boost you're looking for, but without the smoke.

Don't plan to spend the day doing things that will tend to trigger your smoking habit. Don't go to lunch in a restaurant or to a cocktail party or to any of the places where you used to smoke a lot.

This is where family and friends can really help, so include them in your plans. Perhaps try some new things to-

gether—an outing, a concert, a visit to a museum—especially if they represent a break from your old routine.

This would be a good time to spend with your buddy. If you can't, then find out where your buddy will be so you can call if you have to. Your buddy will be going through the same thing, and you can be of great help to each other.

REMEMBER . . . IT IS ONLY TWELVE HOURS. AT THE END OF THAT TIME YOU CAN SMOKE! Try *not* to, but you can if you must.

Don't Panic Yourself

One of the biggest pitfalls in trying to quit smoking is FEAR of being without a cigarette should you "need" one. I know what that's like, you know what that's like. We understand each other. That fear of being stuck somewhere without a cigarette can itself be enough to drive you right off the wagon.

So during these twelve hours I don't want you to be in a position where you will suddenly panic. While you can't at this stage of the clinic carry cigarettes around with you, you can put your wrapped cigarettes in some spot where you can get to them IF YOU MUST. The security of knowing they're there will calm you down. If you're with someone, have that person keep them for you. And if you drive off, lock them in the trunk of the car. Just having them accessible, knowing that if an EMERGENCY should arise you can get to them, should keep any such emergency from arising. June Walzer told me of someone who on his twelve-hour day taped a cigarette to his thigh. To get to it, he would have had to take off his pants. He made the twelve hours without smoking, knowing that that cigarette was always there if he "wanted" it. He never did. What he wanted more was to succeed.

What Happens If You Don't Make It?

If you try twelve hours and don't make it, you shouldn't look on this as a failure. As June Walzer says, when you unlearn a habit you have to try and try again. You have to PRACTICE becoming a nonsmoker. The important thing is to make the best honest try you can. And then if you don't make it, try again.

On this next try, think about what happened to you the first time. When the craving hits *this* time, rather than think

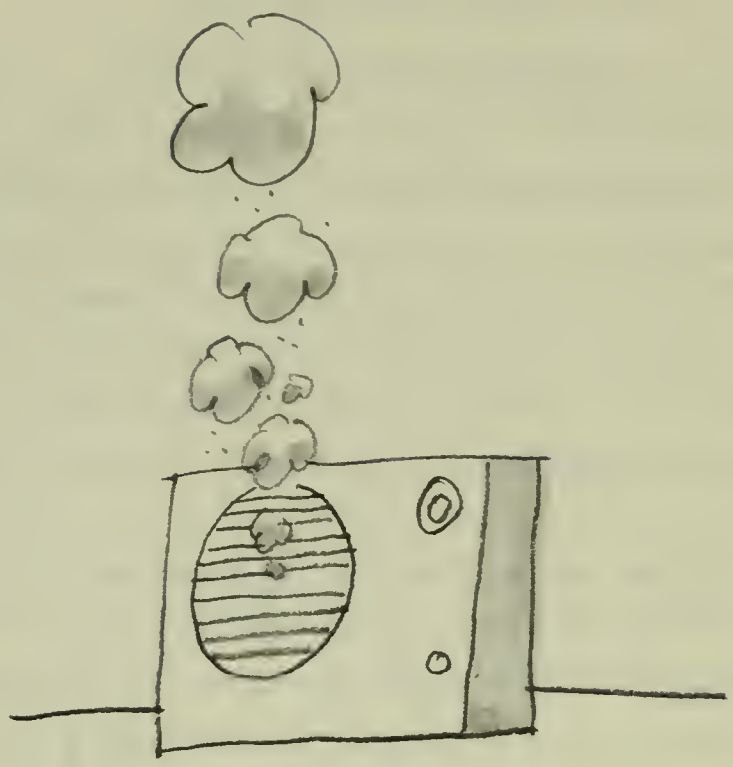
about the craving itself, think about what you can do to combat it.

You may find yourself a little tense and irritable. Try the deep breathing. SHUT YOUR EYES, TAKE DEEP BREATHS, LET THEM OUT SLOWLY, AND COUNT BACKWARD FROM TEN TO ZERO.

Above all, DON'T PANIC. It's not the end of the world. Try to postpone that cigarette a little bit longer, but if you absolutely can't, remember that you can always try again . . . and again.

If you do find yourself unable to make the twelve hours, ALL OF THE OTHER RULES OF THIS CLINIC STILL APPLY. You must still restrict your smoking to ONE PLACE. No smoking after meals or with a beverage. No smoking while traveling. Not reaching a new goal the first time you try for it does not entitle you to fall off the wagon. If you make the twelve hours on Saturday, congratulations. Do it again on Sunday. If you don't, be sure to observe all the other rules of this clinic.

NOW, DON'T FORGET, YOU'LL NEED A NEW PACK OF A DIFFERENT BRAND TO START WITH ON MONDAY. And good luck! I know you can do it.



17 | Questions and Answers

Here are some more transcribed exchanges from the three-hour special program broadcast during the second week of the radio clinic. The points discussed here are generally a bit more advanced than those in Chapter 10.

CALLER: I went from two packs down to twelve cigarettes a day with the wrapping, but I have the feeling that I want to stay at twelve. Is this a normal feeling, or am I supposed to keep feeling like cutting down more? Right now I feel like I want to have my twelve a day.

WALZER: We already anticipated this one. This is what most people come up with. They're very proud of themselves for cutting down, and I do think it's a wonderful accomplishment. But this is an all-or-nothing habit, and I know that you're sort of struggling with yourself, saying, "Gee whiz, I

really like 'em. Can I really give it up?" You're holding on to the twelve or the two or the four, but just keep on going.

CALLER: You mean we should still keep trying to lower the amount.

WALZER: Well, I'll tell you from my experience what is going to happen. You can't stay at twelve long, you're going to go back up to twenty again, so you might as well go in the other direction.

DR. FREDRICKSON: Can I use an analogy? The analogy of putting out a fire. Now, I'm talking about the urge to smoke. There's only one way to put out a fire, and that is to stop fueling it. As long as you keep adding fuel to the fire, throwing a lump of coal on now and then, the fire is going to continue to burn. This is similar to dealing with and gaining control over a habit. You must at some point cut the habit out completely, and then allow time to work its miraculous cure; that cure involves a gradual reduction of the urge to smoke. But as long as you continue to fuel that habit by just taking even one or two cigarettes a day, it's going to be extremely difficult for the urge to die out.

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CALLER: I've been smoking for twenty-four years, up to three packs a day, and in the last five days, on no day have I had more than fifteen cigarettes. One problem. During the day it seems to me I spend half my time debating with myself whether I should have a cigarette or just waiting for the next one.

WALZER: This man sounds like he is just watching and waiting for the next cigarette. Limiting access to cigarettes should help, but I think that eventually he will just have to cut himself clean from cigarettes—go cold turkey.

CALLER: Between cigarettes, I get jumpy and nervous, especially when trying to go three or six hours without a cigarette. I sometimes feel like I could climb the wall.

WALZER: That's quite normal. If you're jumpy and nervous, one of the most important things to do is to take all of that nervous energy and turn it into physical energy. Walking, exercise, strenuous exercise—all will be very helpful.

DR. FREDRICKSON: I think that's an excellent suggestion. I've heard lot of talk about trying to find a substitute for cigarettes, and quite frankly I just don't think there *is* a substitute for cigarettes. What we're dealing with here, basically, is a HABIT that is subject to the laws of learning. The way you become a nonsmoker is to retrain yourself by practicing the act of nonsmoking, and by allowing yourself to experience the feelings—sometimes very uncomfortable ones—associated with this act of nonsmoking. It's just like learning any other new behavior. It's like learning how to play the piano. You have to go up and down the scales over and over again, and if you do it the right way, each time you get a little better. We never lose this ability to learn and to develop new, more constructive ways of dealing with life's situations. Every smoker has this capacity to train himself and turn himself into a nonsmoker. I think if one goes about the process in this kind of way, with these kinds of thoughts—that you are actually engaged in an exciting experience of self-growth and self-development, and that these experiences during withdrawal, the psychological and the physical discomfort, are really temporary, and that they're small prices to pay for eventual success. This can be a very powerful source of motivation.

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CALLER: When I get upset over a telephone call, or over some family problems—and I do have two children, God

bless them—I feel the adrenaline beginning to flow, and only the cigarettes can cut that tension. What can I do to get over that? I hang up the phone, and even though I don't keep the cigarettes by the phone any more I go for my cigarettes. I need them at that time. Will I get over that, too?

DR. FREDRICKSON: Yes, you'll get over it. One of the most important things you can do is to prepare yourself in advance for those moments. Anticipate when the phone rings—this is a telephone problem you have, basically?

CALLER: Right.

DR. FREDRICKSON: Well, when it begins, be aware of the fact that this is your sign that you are about to be challenged, and make a firm resolve at that point that you will get through this experience without smoking. I think you will find that as you succeed with each individual phone call, you will find it increasingly easier to succeed with later ones.

WALZER: Very often a cigarette takes care of the anger we feel. Sometimes when we're angry and annoyed, we take a cigarette to swallow the anger. Sometimes what I would do instead of smoking is maybe go into another room and just scream . . . or run around the room, something to get that anger out.

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CALLER: I have a big problem. I'm doing great with the cigarettes, but I want to eat all the time, and I'm a diabetic, and it's so difficult. Cigarettes—great! I'm really doing fine with them—I'm down to about eight a day, and I was smoking over two packs; but as far as the eating and controlling my appetite, the sugar is bananas.

DR. FREDRICKSON: Once again, the urge to overeat during withdrawal or immediately after you stop smoking is, I think, largely the result of an attempt to find a substitute.

Eating, for many people, is a very tolerable and very effective substitute. It's a form of tranquilizer. There's just no question about that. It's been our experience that this drive to overeat is usually short-lived, measured in terms of a few days to a few weeks at the most. The excess weight that most people put on, once the craving to smoke subsides, can be taken off with very little difficulty.

The technique I would suggest you try is to rearrange your eating patterns somewhat: eat frequently throughout the day, but reduce the calories to an absolute minimum, and certainly reduce the intake of sugar. This means that you should stock up on a variety of substitutes that you can have at hand, such as pieces of celery, carrots, or vegetables. All the things that you know you are allowed in your diabetic diet. You can do a lot of nibbling, but don't eat heavy meals and don't eat excessively at any one meal. I would also suggest that you keep salt off your food for the next couple of days. This will tend to discourage overeating, because the food won't be quite as palatable. The idea here is to satisfy the DESIRE to put something in your mouth, to chew on something, but to do so in a way that doesn't load up on the calories, or on the carbohydrates and the sugar. WALZER: To put it bluntly, smoking provides an intense oral gratification, and one of the things that people assume is that you must gain weight when you stop smoking. You don't necessarily have to gain weight. You are what you eat; however, we have found in the clinic that people often come up with certain ideas that seem to help. Instead of putting food into your mouth, you can use a plastic cigarette. Take your liquids through a straw; this will in some way compensate for that sucking sensation we get from a cigarette.

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CALLER: I've managed to eliminate cigarettes, using your system, from every situation but one. I can't remove myself from the situation. It's a job thing with a lot of pressure. Does that mean I'm hopeless? It's when I'm in conferences and juggling twenty things at once.

ATHENS: Try not taking cigarettes into the conference. Give them to someone else to hold.

CALLER: The fellow next to me always has a pack.

WALZER: I think that very often people feel they need a cigarette in order to function. What happens is that you have to gradually retrain yourself and learn to handle the situation without the cigarette. You have convinced yourself you can't. You have to do a little talking to yourself, and a little experimenting with yourself. See how long you can go without a cigarette under those circumstances, and you'll see that the cigarette doesn't really make that much difference. You might find out that you can handle the situation quite well.

ATHENS: You're also forgetting a couple of the basic tips we gave at the beginning of the clinic. When you get that craving for a cigarette, take a couple of deep breaths, have a drink of water, smoke a pencil. Do those things FIRST: don't just cave in and say, "Oh, I can't stand it." Probably half the time you'll decide you'll try to go on another minute or two, and then sometimes you'll find that you don't need that.

CALLER: You don't think I'm hopeless?

WALZER: No, certainly not. The more you practice it, the easier it will get.

CALLER: I have a cough now, and a drippy nose. Other people have told me that occurs when you give up smoking. Could you explain that?

DR. FREDRICKSON: That's a very fascinating phenomenon. It does seem paradoxical, doesn't it, that your cough should increase when you cut down, or when you stop smoking. There is an explanation for this, and it's a very intriguing explanation. Lining your air passages there are millions of tiny little hair cells which we call cilia. Now these hair cells, in the nonsmoker, move, and they move in an upward direction. It's as if you were standing looking over a field of wheat with the wind blowing over it. This is the most important protective mechanism in the lungs, because it cleans the lungs out.

When you breathe in soot and dirt and bacteria, instead of them lodging on the lining of the lung, in the nonsmoker these hair particles, which are coated with a mucus, beat the material upward until you either swallow it or cough it up. When you smoke cigarettes, you paralyze these cilia, and when you smoke throughout the day, it means you are paralyzing them for a good part of the day. As soon as you cut down on your smoking or stop smoking, the cilia begin to work again. In a heavy smoker, what happens then is that for the first time in years, they are bringing up all the accrued debris, and that triggers off the cough mechanism. Such increased coughing immediately upon cutting down or stopping smoking simply indicates that this important protective mechanism is working again. And that is your sign that you are beginning to get immediate repair of the damaged tissue.

CALLER: How long do you think this should last?

DR. FREDRICKSON: It's quite variable, depending on how much material you have accumulated over the years. It can last for a couple of days; in some individuals it may last for a couple of weeks. But you should look upon it as a very

encouraging sign that your body is responding in a positive way to the fact that you have stopped smoking so much.

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CALLER: Don't some of these people who are climbing the walls have a real nicotine addiction?

DR. FREDRICKSON: Well, I'm afraid you're probably right. I think some people do become addicted to nicotine.

CALLER: Well, then, is it cheating to use snuff to get you over that terrible hump?

DR. FREDRICKSON: I don't think it's cheating to use snuff to get you over the hump TEMPORARILY. So long as you don't become addicted to snuff, that's probably a move in the right direction.

18 | Withdrawal Symptoms

When people talk about how hard it is to quit smoking, they often dredge up horror stories—of friends who gave up by going cold turkey and were unbearable to live with for weeks at a time, of loss of concentration, of actual sweating and shaking. It is true that there are such withdrawal symptoms, and while some doctors claim that they are 75 percent imaginary, those who suffer them will tell you they are indeed very real.

One consideration in the way we designed this clinic was to eliminate as much of the pain of withdrawal as possible. A gradual weaning from cigarettes is likely to create less trauma than a cold-turkey approach, and those of you who have come this far have no doubt already noticed some changes. So let's take a closer look at these FAVORABLE WITHDRAWAL SYMPTOMS.

Good Things Are Happening

One of the first things I noticed when I had cut down to just a few cigarettes a day was that I was able to sleep better—not just that I could fall asleep more easily, but that what sleep I did get seemed to be of a higher quality than the sleep I used to get. Before I cut down, I always had to drag my body out of bed in the morning; no matter how many hours of sleep I got, I was always still tired when I woke up. It took me hours to reach my stride. When I cut way down on the smoking, however, I found myself literally springing out of bed, for the first time in years feeling totally rested.

There is a good medical reason for this: a better supply of oxygen to the brain. To prove it, just think about how it feels when you have that first cigarette of the day. The dizziness many of us experience is caused by a cut in the flow of oxygen. Another possible reason for better-quality sleep is the fact that cigarette smoking tends to stimulate the body, causing a less relaxed smoker to fall into a less relaxed slumber.

Not everyone experiences what I experienced. Some have *difficulty* sleeping for a few days. But sleep was a big plus for me.

A Windy Plus

I was up in the state capitol covering a story. I had cut down to around six cigarettes a day. A fellow reporter and I walked to lunch; then to get back up to the state capitol, we had to climb a very steep hill several blocks long. I mean, this was a steeeeeeeeep hill. My friend and I were both about the same age and in the same physical shape, but he was still on two or three packs a day. Before we were halfway up the hill he was really *huffing* and *puffing,* and I was zipping along with no apparent strain on my air system. Since normally I would get winded by just walking the dog around the block, I realized at that moment that something had happened. Under ordinary circumstances I would probably have been huffing and puffing to make that hill just like my friend. But I wasn't. I wasn't bothered at all. It had to be the cigarettes—or rather the lack of cigarettes. What a revelation! Here my lung capacity had apparently increased dramatically and I hadn't even realized it, at least not until this first chance to test it.

Mmmmmmmmmm Good

Food had always tasted good to me, but now I began to note subtleties in food I hadn't noticed before. In addition, my appetite improved, partly because the food tasted better, but also because I was no longer using cigarettes to curb my hunger when I was working late on an assignment. Now while this was a plus for me, it could be a problem for those of you who tend to gain weight in a hurry. That is why we

have been telling you NOT to use food as a substitute for smoking. Still, you may find yourself eating more at mealtime. If you have a weight problem, a little self-control (or a lot) may be necessary. Try not to serve food family-style, with the serving bowls left on the table; just put a fixed portion on your plate and don't go for seconds. Leave the table when you've finished your meal. I know all that may be easier said than done, but you do not have to gain weight just because you stopped smoking.

Nonsmoker's Cough

There is one seemingly unhappy symptom you may already have noticed: you may have started to cough more than you normally do. It seems incongruous. Here you are *cutting down* on your cigarette consumption, and yet you're coughing more. There is a good reason for that. The insides of your lungs are covered with tiny fibers. These fibers, like little hairs, wave and wiggle and serve to filter the air you breathe. In smokers, these fibers get all matted down by the

tar from cigarettes, and thus become inoperative. When you cut down on cigarettes, you cut down on the amount of tar getting to those fibers. They start to function again, to throw off the years of gook that have coated and matted them down. And as they start to work, there is a slight irritating sensation. This will cause you to cough. So don't be alarmed. It is a good cough. It is a cough that tells you your lungs are starting to clear up. It will go away in a matter of weeks.

Other Symptoms

When we did the radio clinic, we had reports of headaches, nausea, diarrhea, nervousness, lack of concentration, irritability, erratic behavior, LOSS of appetite, personality changes. All these things, plus a few of your own, MAY happen. I say *may* because what does happen to you depends on your own body. Always keep in mind that you are taking something away from your body, something it has spent years getting adjusted to. It has reached a point where it is used to having smoke pumped into it twenty or thirty or forty times a day. Now it has to readjust itself to NOT having that smoke.

Some of you may notice severe physical changes; some, only subtle ones. In any case, the symptoms are only temporary, and they are GOOD SIGNS. Your body is cleansing itself.

I recall one subtle change in my own body that was actually most significant to me. My favorite position for watching television has always been on my back on the bed, my hands clasped behind my head. All the time I was a heavy smoker, one of my hands would usually fall asleep before long. After three weeks in the clinic, I no longer experienced this apparent shortage of circulation—an indication, of

course, that my body was functioning better, that more blood was being pumped harder into more parts of me. And THAT, my friends, was, and is, something to think about. Your bloodstream, after all, is nothing less than your river of life.

Important Note

If you have successfully quit by now, read just the first three paragraphs of the next chapter, then turn to the last chapter, "Becoming an Ex-Smoker."

19 | Clinic Day Eleven

This past weekend may have been the toughest two days of your life, but if you came through it following all the steps so far and not smoking for twelve hours, it may also have spelled your liberation from cigarettes.

When we did the radio clinic, two things happened at this point, for a lot of people. Having made the twelve hours Saturday or Sunday, they just kept inching their way toward thirteen or fourteen hours and then right through to no cigarettes at all for the entire day. The next morning, when they realized that they had not smoked at all, they simply kept it up. These people had for all intents and purposes given up cigarettes.

If you are fortunate enough to have joined these ranks, a word of advice and warning. YOU ARE NEVER A NON-SMOKER, YOU ARE AN EX-SMOKER! That means that you can

stay off cigarettes as long as you stay AWAY from cigarettes. Don't get cocky and think you can have just one. Don't bum a cigarette; don't even take a drag from a friend. For the next several weeks, keep doing what you've been doing throughout this clinic. Use the tips, the tricks, the deep breathing, the water drinking; carry your emergency craving snacks with you. If you feel it will help, continue to carry your wrapped pack (but always where it will be hard to get to). If you feel that this is not necessary, you are better off throwing it away. Just remember, one puff could put you back to Day One. And surely you don't want to have come this far just to have to start all over again.

Those Who Tried Their Best

If you didn't make the twelve hours, but tried your best, then look over your wrap sheet and consider where you went wrong. What was it that triggered such a craving that you couldn't stand it any more? Ask yourself again: Could I have made it another five minutes without that cigarette? Did that cigarette *really* help me cope with that situation? Was there something else I could have tried that would have accomplished what the cigarette accomplished?

IT IS IMPORTANT THAT YOU MAKE THIS ANALYSIS, that you find out what went wrong. At the same time, think about all the things you've learned about yourself, about your smoking, and about what *real* benefits you get from cigarettes. How many of those benefits are just in your mind? Reevaluate, and try again.

Self-Reminders

At this stage of the clinic, having cut down considerably on smoking, many of us become complacent. We feel relatively satisfied and tend to forget what our original goal was: TO

GIVE UP SMOKING. One clinic participant wrote in at this point with some reminders she had given herself to keep her on the straight and narrow. I'll share a portion of the letter with you.

> . . . I gave myself reminders all day long to help me—they're horrible, but they help:
>
> My rotten cough.
>
> My expensive new kitchen linoleum that had a cigarette burn in an inconspicuous spot (luckily) from the day after it was installed because of a forgotten cigarette in an ashtray.
>
> Scorch marks on the furniture.
>
> The outfits and curtains I have ruined when almost completed after spending days sewing—by accidently flipping the fabric over an ashtray.
>
> Holes in slacks from dropped ashes . . . holes in rugs, same reason.
>
> Burns my kids received now and then from running into me when I had a lit cigarette.
>
> The time the wind blew a burning ash onto the cushion of the car and we had to stop by the road to extinguish the smoldering fire.
>
> Money going up in smoke.
>
> This is a rotten and dangerous habit and I've got to give it up. . . . Even writing this letter has helped—I have had only two cigarettes and it's past one-thirty!

Now, it may be necessary for YOU to draw up your own list of reasons for quitting smoking. Sit down and make that list the moment you feel yourself about to break stride. If

you are trying to make twelve hours, and at eight hours you feel ready to give in, instead of reaching for a cigarette reach for a pen and make your list. Then carry it with you. Look at it, add to it, and if need be, recopy it.

Where We Are Today

The first thing we will do today is CHANGE BRANDS AGAIN. DO NOT GO BACK TO YOUR OLD BRAND. This time try something entirely different. You can now try a lower-tar cigarette, either menthol or nonmenthol. You can go to a STRONGER cigarette, but only if you have been smoking a mild one. We *want* you to feel uncomfortable.

If you didn't make the twelve hours, we want you to work on it again today. This is the first time you will have tried it on a workday, and the rules should be the same as for the weekend. But this time, while you are at work, you may find it easier to accomplish. Your mind will not be on smoking so much. Leave your cigarettes at home if you can (if you will not panic); then just keep postponing that first cigarette of the day. Don't have it. Keep putting it off. Deal with each craving as it comes. Try to set your OWN PACE as you work, and look at each hour as another hour to wait. Then push that deadline up. Some people do it in half-hour or even fifteen-minute segments. Inch your way along until the twelve-hour period is up. YOU CAN DO IT!

Be sure to keep in touch with your buddy. He or she may be ahead of you or behind you at this point, but you can still help each other.

Focus on Problem Areas

By now you should have a good idea of your problem areas. Perhaps you have survived the after-meal cigarette and the

beverage cigarette and the traveling cigarette, but you find yourself unable to get through a crisis without a smoke. Then concentrate your efforts on crises. Think about them. Consider what help a cigarette really is during a crisis. What else could you use instead of a cigarette to get you through the next crisis? Concentrate on the problem.

Perhaps your toughest problem is smoking while reading, or typing, or watching television. I could advise you simply to avoid doing whatever it is until you're through the clinic, but that would only be avoiding the problem. Instead, keep doing them as you normally would, but also consider what it is you are about to do—just how the craving manifests itself through the activity—and how you can deal with the craving by means of something other than smoking. If you still can't manage it, then discontinue the activity, get a drink of water, and take a walk or otherwise change your environment until the craving passes.

If you have been following all the previous rules, you should at least be finding it DIFFICULT to smoke. If you have not been following all the rules previously set forth, then perhaps that's your problem, and you should start following them now. Just to make sure, let's review them in order of importance. (By which I do not mean to imply that some are less important than others. It's just applying yourself to certain rules first makes it easier for you to follow all the subsequent rules.

WRAP AND WRITE

SMOKE IN ONLY ONE PLACE AT HOME AND IN OFFICE

DON'T KEEP CIGARETTES WITH YOU

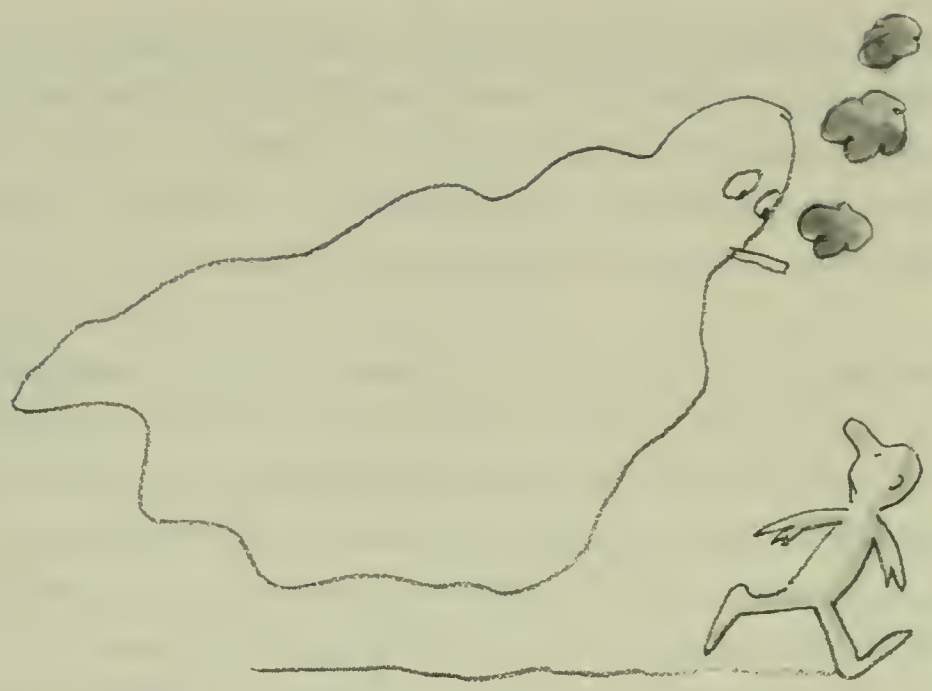
DON'T CARRY MATCHES OR LIGHTER

DON'T SMOKE WHILE ON THE PHONE

DON'T SMOKE FIRST HALF-HOUR AFTER GETTING UP
DON'T SMOKE LAST HALF-HOUR BEFORE GOING TO BED
DON'T SMOKE FOR HALF-HOUR AFTER MEALS
DON'T SMOKE WHILE TRAVELING
DON'T SMOKE WHILE DRINKING BEVERAGES

Looking over the list, you can see that there are not too many situations in which you CAN smoke (UNLESS YOU CHEAT). That, of course, is the whole idea. So try the twelve hours again, and this time I am sure you can make it.

If due to some unavoidable, cataclysmic occurrence or quirk of fate you cannot make it, then be pleased with how far you've gone and try again. If you *have* made it and are trying to repeat twelve hours, then shoot for MORE than the twelve. And to those who have quit altogether, congratulations. To those who haven't, I know you will.



20 | Clinic Day Twelve

Dear Art,

I've been smoking for twenty-four years and consume better than two and a half packs a day. With your clinic I've gone down to ten to fourteen per day.

Problem: It seems I'm constantly either waiting for my next cigarette or debating with myself whether I should smoke. Sometimes I think of nothing else BUT!

Many thanks,
Jack R.

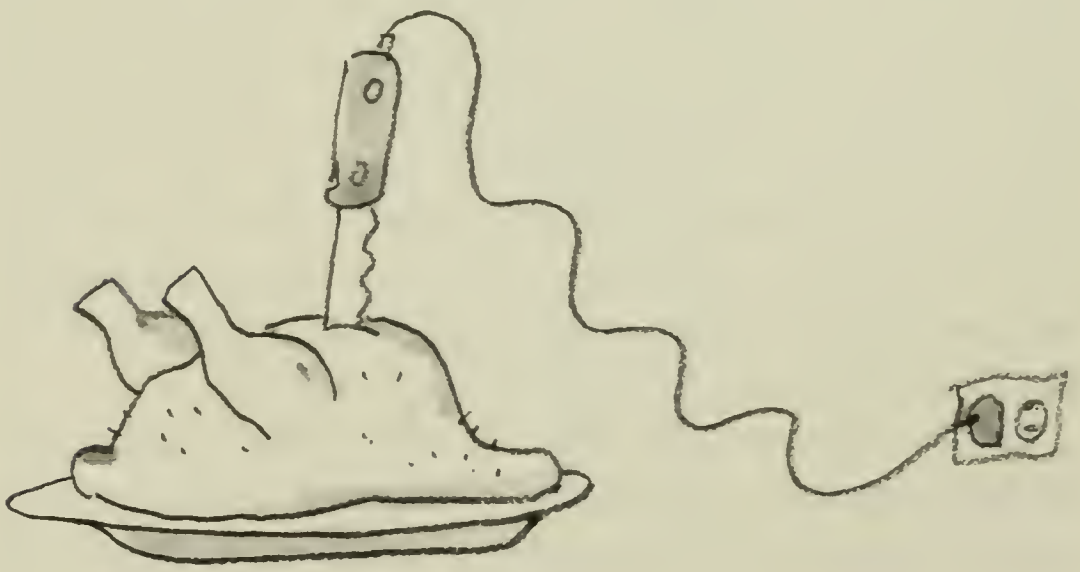
Jack's problem is the very thing we've been talking about as *a help* to extending the nonsmoking period: concentration and anticipation. He is probably one of those smokers who must at this point in the clinic TRY COLD TURKEY. If you are constantly haunted by cigarettes, and nothing else seems to occupy your mind, and the tips don't help, then there is but

one thing to do. Stop fooling around and get rid of the cigarettes altogether. Don't leave yourself any temptations to give in to. Just stop. Throw them out. If you can take a few days off from work, stay with someone who does not smoke or put yourself in isolation somewhere where you will be able to go around the clock without a cigarette. You will suffer, of course. It will not be easy. But the first day you MAKE IT, you will realize that you have survived. So if you are like Jack R., then this may be the best—if not the only—route for you. If you do it, you must pledge to *really* do it. You must expect to suffer, and you must be prepared to keep it up no matter how tough it gets.

Warming Up to Cold Turkey

Cold turkey should be planned for. If you can't take a few days off from work, wait until next weekend and try to make it a long weekend. Take off Friday, and if that isn't possible, make it the next Monday. BUT THAT'S ALL! DO NOT TRY THIS WHILE ON A LONG VACATION.

Be ready to experience a short period of rather intense



discomfort. Plan to keep busy, plan to go places where smoking is not permitted, and plan to STAY AWAY FROM ALL SMOKING TRIGGERS. These include phones, drinks, parties, and anything else that puts cigarettes into your mind. If you are a candidate for cold turkey, you are most likely a CRAVING smoker, one who is almost always aware he's not smoking, and who can't get cigarettes out of his mind.

There is no best time of day to start this—that is to say, morning or afternoon or evening. It's really a highly personal matter. It may be easiest simply to throw the cigarettes away at night; then you can start the next day with several hours of sleep behind you.

In addition to planning the time and place, try to have someone supportive, understanding, and steadfast with you, someone who WILL NOT LET YOU GIVE IN and get to a cigarette. There is no room for mercy here.

What to Expect

Kicking any habit is difficult. To say giving up cigarettes cold turkey is similar to kicking a drug habit is not much of an exaggeration. The middle of the second day will most likely be the most difficult period in your ordeal. You may experience headaches and other forms of physical discomfort, and you may feel generally nervous and irritable. In fact you will probably feel like climbing the walls. That is where the understanding person comes in. He or she should let you climb the walls, should help you do it, should comfort you, should understand what it's like. Most of all, he or she should keep you from caving in, at all costs.

By the second evening AND INTO THE THIRD MORNING, the intense discomfort will start to subside. You will begin to come to terms with the emotional break, and your body will

have, within about seventy-two hours, come to terms with the loss of nicotine. Actually, most of the nicotine washes out of your body in six to eight hours, so the craving after that is mostly psychological, though there may still be a slight physical discomfort. If you can get through three full days without smoking, you will probably have the problem licked.

It Is a Heartfelt Loss

Dr. Fredrickson uses a common analogy for cold-turkey quitting, comparing its emotional impact to that of the death of a loved one. "What happens," says Fredrickson, "is that we are suddenly overwhelmed with the knowledge that the loved one is gone permanently. We go through a period of acute distress, which we call grief, and at various points during this period we actually convince ourselves that we

cannot go on, that we will cave in, and that life is not worth living without that loved one. Yet when most people get through that grief reaction, they succeed in going on. . . . They [cold-turkey quitters] must be prepared to go through this intense grief period, the loss of a loved one . . . the loss, in fact, of something that's very important in their lives. Once they're over that hump, the major part of the battle is won."

In cold turkey, even more so than in quitting gradually through the full clinic, there is NO ROOM FOR CHEATING—NO ROOM for ONE PUFF. One puff halfway through the process will put you right back at the start, and everything will have gone for nothing. So when you try it, do what the English do, and more. Keep a stiff upper lip *and* a stiff lower lip. With two stiff lips, you will find it impossible to get a cigarette in your mouth.

The End Is Near . . .

. . . even if you don't have to go cold turkey. Because obviously we cannot keep meeting each other like this. There has to be a cutoff point, a time when you are going to have to take that final step. That cutoff point is ONE WEEK FROM TODAY. Mark it on your calender, write it on your walls, tell everyone you know: ONE WEEK FROM TODAY, I WILL NOT BE SMOKING. There is no need to panic. You have seven whole days to work on it. In fact, it is entirely possible that you will make QUIT DAY today, or tomorrow, or the next day. That's why we tell you to set your own pace. If you reach a point where you feel you can go a little longer than we ask you to, then by all means, TRY IT.

For those still working on the twelve hours, keep up the effort, only please don't do it halfheartedly. Study what you

are doing and where you are going wrong, and work hard to correct the problem. DO NOT use a bunch of half-assed excuses for not being able to make it. We all know about those excuses—there are a million of them. I have used them myself. I wrote the book on excuses. I would tell them to my wife, my kids, and worst of all, to myself. I almost believed them. THERE IS NO EXCUSE. You have to go back to preclinic days and reread those early chapters if you really think you have a valid excuse for taking a smoke to "get through" something.

Remember the MAGIC STICK? God help the magician who knows how the trick works and starts believing it really is magic.

Now Let's Move On

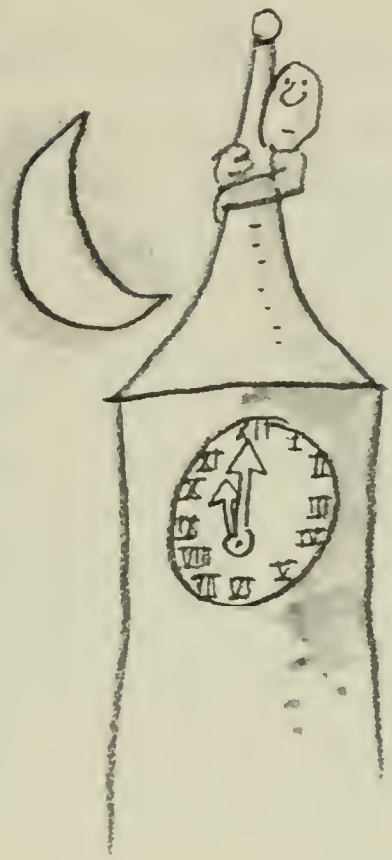
Today is the fourth day in a row you have been working on going twelve hours without a cigarette. If you have succeeded, congratulations. If you have not, please set yourself a firm goal this time. Remember, you just have to go twelve hours. There is a cigarette waiting for you at the end of that time if you "need" it. Tomorrow we will be trying something new, so you must give this every effort. But remember, you are not in a contest. You are not racing to beat the clock or your body or anyone else. Quitting, like smoking itself, is a very personal thing. We have to set these goals for you, but if you honestly and earnestly try to meet them and cannot, then slow down and keep trying until you can. YOU CAN! Don't think it's impossible. If you found yourself in the same boat as Jack R., whom I mentioned at the beginning of this chapter, and you tried cold turkey and failed at that, you can always pick up where you left off. I am trying, always have been trying, to nudge you along, but I don't want to

put so much pressure on you that you will give up. So give it your best honest effort, and you'll find you can meet the challenge.

To help you along, if you are still having troubles, let's just review some of the tips once more.

DEEP BREATHING (remember how it works)
FAKE SMOKING (go through motions, without cigarette)
WORRY BEADS
FAKE CIGARETTE
EMERGENCY CRAVING KIT (carrot sticks, flavored toothpicks, gum, mouth spray)
KNITTING OR NEEDLEPOINT (to keep hands busy)
FIDDLE WITH PEN OR PENCIL (smoke pen cap)
DON'T KEEP CIGARETTES WITH YOU
BUM LIGHTS
LEAVE CIGARETTES OUTSIDE WHEN IN HOUSE
EXERCISE
SHOWERS
LONG WALKS
BRUSH TEETH
MOUTHWASH

Of course you will still abide by all the dos and don'ts spelled out so far. So shoot for the twelve OR MORE. And be ready to tackle something new tomorrow. (DON'T CHEAT AND PEEK AHEAD!)



21 | Clinic Day Thirteen

This day could become "lucky thirteen" for many of us, because it can give us the big push that puts us over the threshold into no-smoking land. Today we are going TWENTY-FOUR HOURS WITHOUT SMOKING.

Once again I advise you—DON'T PANIC. We are not talking about eternity. We are only talking about one twenty-four-hour period, after which you can smoke again.

Now, of course this twenty-four hours includes your sleeping time, so you are eight hours (or however long you sleep) ahead of the game right there. We start counting the twenty-four hours FROM THE TIME YOU HAD YOUR LAST CIGARETTE THE DAY BEFORE. In other words, the twenty-four hours does not have to be all in one day. Just so it is a continuous twenty-four-hour period of no smoking. You are

supposed to be reading this the night before you actually carry out the instructions. In other words, these are instructions for Wednesday, so as you're reading them now, it should be Tuesday night. You could therefore have no cigarettes from this moment until the very same time tomorrow. That would take care of your twenty-four hours. If you go to bed four hours from now, and sleep eight hours, then when you wake up, you have only twelve hours of your twenty-four-hour period to go. But no matter how you do it, twenty-four hours is not forever. You will be able to smoke at twenty-four hours and one second. There is a cigarette waiting for you at the end of the time period.

Of course you must give this your best effort, and do all the things we've talked about all along: deep breathing, changing your environment when the craving is about to get the best of you, carrying your emergency craving kit with you, trying to avoid situations in which you would be tempted to smoke. And keep in mind, however it goes, that ALL THE OTHER CLINIC RULES APPLY. You are still smoking in only one place at home and at work; no smoking while traveling, with beverages, and so forth.

An Encouraging Word

I want to share another letter with you, this one from a woman who QUIT SMOKING at this point in the clinic. Read it, think about it; you may find yourself in there somewhere. This letter, by the way, was written one month *after* the writer quit smoking.

Dear Mr. Athens:

I want to thank you for putting the smoking clinic on the air. It helped me to do something I never thought I would or could do—QUIT!

My children had been calling me an addict, and of course I could not deny it. I had also made a deal with my son to the effect that if he stopped sucking his thumb, I would quit smoking. He did, I didn't. Now, however, I can look him straight in the eye.

After having smoked since I was fifteen (I am now thirty-nine), I found that ten or less was torture, and having none was better. I had my last cigarette on Tuesday, a week ahead of schedule, and each day was easier and easier. The deep breathing helped a great deal.

I also have a tremendous sense of accomplishment. At first I was rewarding myself with food and put on five pounds. I'm now on a diet. If I can stop smoking, I can lose those pounds, I keep telling myself.

I'm also planning to save my weekly cigarette money and use it to treat myself to some special luxury I would not normally buy.

I have waited to write this thank-you to see if I could keep it up. I find that I still want a cigarette every once in a while, especially the ones after meals. There are times when I think of lighting up, and then I tell myself not to be so stupid. No amount of tension or weight gain is worth getting hooked again.

Having the encouragement of my husband and children has helped tremendously. Being proud of myself for doing something I never thought I would do doesn't hurt either.

Sincerely,
Ellen S.

So there is a lady who turned her twenty-four hours into—who knows?—perhaps twenty-four years. The exhilaration of succeeding is indescribable. So is the feeling of pride and accomplishment. Especially for those of us, like me, who swore there was no way we could ever quit smoking.

To encourage yourself, now that you're getting down to the wire, look back to where you were BEFORE you bought

this book and started this clinic. Look at the difference in your smoking habit. Did you ever dream you would come this far? That you could cut down this much? Now that the big push is on, you will have to push a little harder. You cannot give in to that craving as readily as you might have in the past.

Again, you should PLAN AHEAD: stay away from triggers, keep your cigarettes where they are not readily accessible, and keep your mind and your hands busy. And look over your wrap sheets. How many cigarettes are you smoking now? Some people are down to just ONE a day. They have to have that ONE—they can't let go. Others are down to two or three; some, five or six; some, as many as ten. If you're one of these people, when are you smoking those cigarettes? What are you doing when you smoke them? Where are you? What triggers that need? Try to avoid those circumstances. Try to approach those times or places in a different way. Be prepared with something other than a cigarette for those moments.

I know that twenty-four hours sounds scary. Going without a cigarette for this period of time—usually twice as long as we've gone before—is very much like trying to stay overnight by yourself in a supposedly haunted house. You hear noises; you get the feeling something is creeping up on you. Perhaps you fall asleep, perhaps not. But then it's daylight, and you find you have survived. The ghosties and goblins didn't get you. You made it, even though there were times you were ready to run screaming from the house. Of course there are no ghosts or goblins. It was all in your mind. So spend the night in *this* haunted house. Go the twenty-four hours. You will survive. And don't forget to take your buddy with you. GOOD LUCK.

22 | Clinic Day Fourteen

For those who have gone the twenty-four hours, congratulations. It is a marvelous accomplishment, and it deserves a reward. Not another cigarette, but something special. Go out and buy yourself a treat, something you might not buy otherwise. You've earned it.

For those who were not successful, TRY AGAIN. If you didn't quite make it, at least now you know what you're up against. You know the pitfalls. You know where you went off the track. Now you can look back over your plans and REPLAN how you will deal with the challenge of going twenty-four hours. You can be even more prepared than you were last time.

Now, there are a few of us who, after trying to make the twenty-four hours and not succeeding, fall completely off the

wagon and start smoking up a storm. THIS IS NORMAL. You have deemed yourself totally defeated and have gone back to your old habits. But you are not unredeemable. No sinner is. Pick up the pieces and start all over again. You can make the twenty-four hours if you really give it some effort.The object for today is to try it again.

Try as hard as you can. Give it your all. Really plan. Get encouragement from your friends and family. If you are living with a smoker, and he or she is not helping, then perhaps you should have that smoker question his or her motivation in continuing to smoke at times that make it extremely difficult for you. Perhaps he or she is jealous of your accomplishments so far, or is afraid that if you succeed, he or she will will then have to try it. If, on the other hand, it's YOU that hangs around, torturing yourself while the smoker is puffing away, then it may be time to question your own motivation.

June Walzer makes an interesting observation on the subject of motivation. At this point in the clinic, says June, some self-examination may indeed be in order. "I think that if you can't make the twenty-four hours, either you may be a little afraid that you can't make it, or maybe you're afraid you *can!* This could be the moment of truth. You have to decide right now (for yourself, not with anyone else—not with us [the clinic], but between you and you) are going to give up cigarettes NOW. Are you going to quit, or at least are you going to try to become an ex-smoker? Because this takes practice, if you do this halfheartedly, you're not going to make it. This clinic is only here to help. It's not going to do it for you. Everybody has to do it by himself. It is a very lonely process. This is why you have a buddy, and this is why you have the clinic here to sort of help you along."

Walzer's point about fear of succeeding struck very close to home in my case. I was afraid of the unknown, of having to live my life without cigarettes. I started to question just how sincere my effort was. I looked over the material from the clinic, thought about why I'd gone into it in the first place, reminded myself of why I wanted to stop smoking, and pushed on from there.

You may have to do the same thing if you're finding it hard to go twenty-four hours. Perhaps it would help to reread some of the early chapters. *Why* are you here, and how do you feel about having come as far as you have? Then with such soul-searching out of the way, a plan in hand, and the determination to make it work, try that twenty-four hours again.

If you have already made the twenty-four hours, then try for a longer period of time. See how long you can go, and remember, after the twenty-four hours, you CAN have a cigarette.

Be sure to limit your access to cigarettes, and FOLLOW ALL THE OTHER RULES OF THE CLINIC. Keep in touch with your buddy, and don't cheat. Just keep saying to yourself, "I can smoke again tomorrow." Take it an hour at a time, as you did to make twelve hours, and you'll be okay.

23 | Clinic Day Fifteen

Still smoking? How did you do with the twenty-four hours this time? If you made it, were you able to go longer? If you can go twenty-four hours, you can go forever. Those of you who took that cigarette at the end of the twenty-four hours are just hanging on to the habit. You are hanging on to a longtime friend, and you don't want to let go. That's normal.

Caution Is Needed

Again, it's time to think about your thinking. There are some of us (I was one of them) so satisfied with the cutting down that we are happy to stay right where we are. We don't want to go any further. If we could stay right where we are—down to just a few a day—we'd be well off and able

to go through life in balance and harmony. If you're one of those, here comes a stern lecture from June Walzer.

Says June: "There is a *fantasy* that comes up at this particular time, that perhaps 'I can smoke five or six cigarettes a day for the rest of my life.' THIS IS IMPOSSIBLE! You are an alcoholic when it comes to smoking. You are a *dedicated* smoker, not somebody who can smoke only one or two. If you've been smoking forty to sixty cigarettes a day, you are not a casual smoker. I understand your WISH to smoke five or six, and you may hold it at that for a week or two. But soon you will be back up to your old habit! I want you to banish from your mind any thought that you can smoke five or six for the rest of your life. It is NOT TRUE! You must go off cigarettes COMPLETELY. This is what you've been aiming at all along. You cannot be a casual smoker."

I had learned that myself first hand, through my earlier experience with hypnosis, but when I reached this point in the clinic, I found myself once again toying with the same idea. "Wouldn't it be great," I mused, "if I could just keep up this pace—a couple of cigarettes here, a couple of cigarettes there—for the rest of my life?" It would have been greater if I'd never started smoking, but, alas, it was too late for that, just as it was too late to turn myself into a casual smoker. That possibility is, just as June Walzer describes it, a fantasy.

You may have noticed, by the way, that the last few chapters have been getting shorter and shorter. That is because we are down to the wire: there are no new "tricks" or tips for you. You have them all. There is little I can write other than some words of encouragement and reinforcement.

If you are manufacturing excuses about how this has been

a bad week and perhaps you should put it off to next week, I can't come over there and argue with you. You DO have a buddy, and your buddy should discourage such lame excuses and keep you on track. You should be doing the same for your buddy. If neither of you cares enough, I can only say it's sad. It's sad that you could come this far and let your habit get the best of you. It's sad that you can still believe all those magical things exist in your cigarette. And it's sad that a little stick of tobacco can get the best of you.

It doesn't have to be that way! Those of you who have succeeded in getting through the twenty-four hours should try to extend that time, and those of you who have not should keep trying. I guess what I am trying to say is yes, this is one of those moments when it is all too easy to fool yourself into "partial" quitting or even into total defeat. If there is no other way, backtrack and start this week over again. Go through the coming weekend as if it were last weekend. BUT DON'T GIVE UP NOW.

There's one other thing you can do, something we've mentioned before. If you are about to reach for a cigarette, reach for a pen instead. Write down how you feel at the moment, why you think you feel that way, and how you really feel about quitting smoking. Then, if it helps, you can send me the letter. Or just write it to yourself. That can help you understand your own feelings . . . and reconfirm your motivation to quit.

24 | Third Weekend

Here we are, just four days away from Quit Day. Many have already quit, while others are still struggling with twenty-four or even twelve hours. On this third weekend of the radio clinic, a long discussion on the air with June Walzer seemed to prove helpful to a lot of people. So here it is.

ATHENS: June, those who have been off cigarettes for twenty-four hours or even forty-eight hours look to be in pretty good shape.

WALZER: I think so. If you can make it for forty-eight hours, I think you pretty well have it licked. You may feel some nervousness, which is normal. You may also notice you are not able to sleep well. This is also normal. If you get a sense of lightheadedness, this is oxygen going to the brain that you

would normally be using up when you have a cigarette. So all these things are normal. You will get irritable, you may get sleepy. You may have all these reactions. These are entirely normal because your body is readjusting to the fact that you're going without the nicotine. Give your body a chance.

ATHENS: There may be some people who are just smoking a few cigarettes a day, have gotten that far, and they're waiting for that Quit Day, which is next Tuesday. They don't have to wait if they really feel: "Well, why waste money on another pack of cigarettes?" . . . They could stop right now, couldn't they?

WALZER: Usually, when people are down to one or two cigarettes, they are still holding on because they are a little afraid they can't function without the cigarette. I think they sort of have to take themselves in hand and decide that they really *can* do it. It takes a lot of courage, but I think that if you have practiced and you've shown that you can go without it and you can manage, then you can make up your mind to just throw them away and go on without them.

ATHENS: Now there are probably some people who are still way back on Day Eleven, still struggling with twelve hours or even six hours.

WALZER: I think those people will probably have to just throw away the cigarettes immediately. There are some people who cannot make three hours or six hours, but these people are *not* people who can't quit—they just can't go through the hours. They must completely separate themselves from the cigarettes. They must go cold turkey.

ATHENS: By now you know who you are.

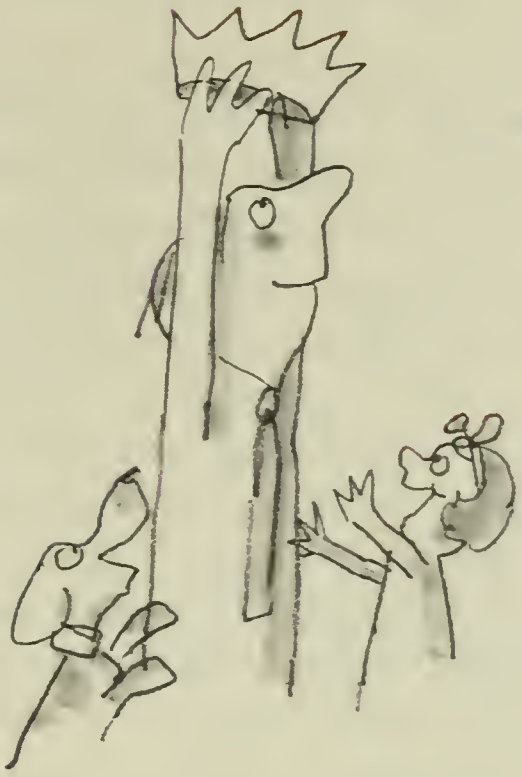
WALZER: That's right! I think so! I hope so!

ATHENS: What strange quirks might we find that might be getting in our way at this point?
WALZER: Very often at this point you may get the feeling that you're going to lose an old friend. You are giving up something that is very important to your life. It is! It has been! So if you feel a sense of loss, it is entirely normal. However, if you still envy other people that smoke, or you feel that you're giving something up that is very precious, a change in attitude has to appear. In other words, you have to realize that the cigarette is really your enemy. It performs no function for you at all, and you can live very well without it. There are many things in life that are pleasurable. A POSITIVE attitude, an attitude of being free of a slavish habit, is something that I think can be very encouraging if you look at it this way. For those of you who are down to about three cigarettes a day, I don't think that you're getting as much pleasure out of those three as you did out of ten. I think you have to smoke ten or twenty to get the pleasure out of each one. So if you're not getting that much pleasure out of the three, how about just tossing them out now?

So there we have it. The third weekend. A time to evaluate, and reevaluate. Remember, we are still doing all the things we did before—bumming lights, keeping cigarettes in inconvenient places, smoking in only one place at home, not smoking while drinking or traveling. All these things, plus the tips, *plus* a little soul-searching should bring us through this weekend with AT LEAST twenty-four hours—perhaps forty-eight—without a cigarette. Maybe you won't have to wait until QUIT DAY. Maybe this weekend will be your liberation.

Whatever you do, however long you go without smoking,

try to push it ahead each time you start to reach for a smoke. Try to go just a few minutes more, just one more hour, just one more day. That's what quitting is—a day at a time for as long as you can . . . perhaps for the rest of your life.



25 | Clinic Day Sixteen

Tomorrow is QUIT DAY. However you made out over the weekend—whether you were struggling with twelve, twenty-four, or forty-eight hours—tomorrow is the day you run out of alternatives.

It is a day you will probably remember for the rest of your life. You should mark it on your calendar if you haven't already. You should plan a celebration. Go out and have a nice dinner with your family, friends, lover. Make it a special day for yourself, like a birthday. Reward yourself. YOU HAVE EARNED IT.

Drop a hint to your family: How about a special surprise for the new quitter?

You may, as this next-to-the-last day unwinds, find yourself hanging on until the very last moment, going to bed

later than usual so you can have that *last* cigarette. After all, you are giving up something important. Okay, look at it this way. You are giving it up just for tomorrow—and then for the next day, and so on. June Walzer told me she never got to smoke her last cigarette. The day before her Quit Day, she went to a formal dinner. As she sat there listening to the speeches, she reached for her last one. The people around her were not smoking. They stared at her. She felt self-conscious and didn't smoke it. Then there was the trip home (NO SMOKING WHILE TRAVELING). When she arrived home and was faced with the decision to have that last cigarette, she found she didn't really want it. She carried it around with her for a long time. She never smoked it, but it was there in case she needed it. Finally, I guess, it got so dried out it wasn't smokable, but, well, by then she had passed the crisis.

You may feel a twinge of panic tonight when you think about tomorrow. And you *can* scare yourself if you look at it as forever. Forever is a long, long time, a hard concept to deal with. Forever can be scary no matter what we apply it to—a personal relationship, a job, a house, a community. So just look at it as tomorrow, and not as forever. Even now, just take it a day at a time.

And as something of a challenge, don't look at that last cigarette as THE LAST ONE. Try to think of it as another smoke. Dwelling on the fact that it is your last one could also cause you to panic. That's why it might be better not to smoke that last one at all! Try to go to bed without it.

If you must have that last cigarette tonight, then throw all your other cigarettes away. DO NOT CARRY CIGARETTES WITH YOU INTO QUIT DAY. You will have to try to work your way through that fear. Nor should you have cigarettes available

where, at the first sign of trouble, you can get to them. If you MUST, you can have someone hide an emergency cigarette somewhere, but it is probably one you will never smoke. You must first try to work your way through that moment of trouble, minute by minute, step by step, remembering all the things you have learned about cigarettes, and all the things you can *do instead* of smoking.

Try to spend today NOT SMOKING. Review all the tips. Try TODAY to overcome the craving when it hits. Tell yourself how far you've come, and how far you will go.

And remember, when you wake up tomorrow morning, you will already have at least eight hours under your belt.

26 | The Final Day

This is it. We cannot carry you any further. This is the day YOU, and YOU ALONE, quit smoking. Realistically, there is no difference between today and the days you went six, twelve, or twenty-four hours without a cigarette. It is still just a question of postponing those smokes one by one, craving by craving. You may think there is a difference, but it is all in your mind.

You thought you could never finish a meal without a cigarette, BUT YOU DID!

You thought you could never start your day without a cigarette, BUT YOU DID!

By the same token, and in the same manner, you can carry on today just as you have learned to do for the past three weeks.

Remember, the craving lasts only three to four minutes at

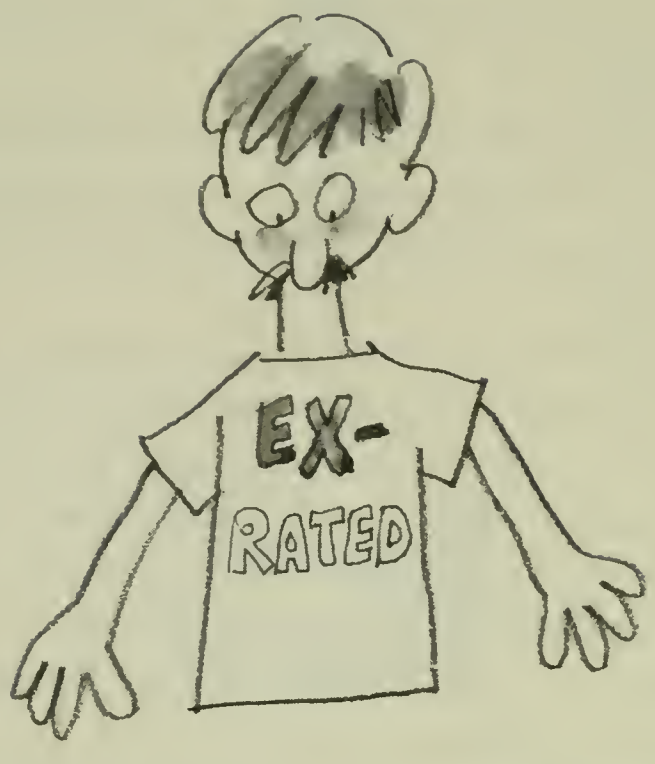
the most. To arm yourself for those brief struggles, you have tips and tricks.

You may find yourself feeling a little self-conscious, wondering what to do with yourself now that you have no cigarette to hold onto. Check your tip sheets. You've faced that problem before.

In fact, *all* of the problems you will face today and tomorrow and the next day, YOU HAVE FACED BEFORE. You've dealt with them all. At the time they seemed like small obstacles, but now that they have all come together, now that the overall picture seems to have gotten so big, some of these small obstacles will seem to have grown. Remember when you had to stop smoking for one half-hour after a meal? It was a problem, all right, but you learned to deal with it. Now that you are faced with not smoking at all, that same problem may loom bigger than ever. Well, it is not any bigger now than it was when you first licked it. All of the pitfalls you may face in the days to come are just repeats of pitfalls we have already dealt with. You can deal with them again. Just reach back in your mind (or refer back in this book) and recall the way.

In other words, to put this all in its proper perspective, you are not doing anything now that you haven't done or can't do. So don't make it any more than it is. You are still going to be facing a cigarette-by-cigarette challenge. You *can* do it, because you *have* done it.

So press on through your "Independence Day." Go out and celebrate tonight—and then read the following chapter on being an EX-SMOKER. I leave you with just one final word (actually two words): DON'T CHEAT. YOU FOOL ONLY YOURSELF when you sneak a smoke while pretending you have quit. GOOD LUCK!



27 | Becoming an Ex-Smoker

You have now thrown all your cigarettes away, and this is probably the second day of your new life as an ex-smoker. First, you should feel proud. Second, you probably feel a little nervous, a little unsteady, a little uncomfortable, and perhaps even a little depressed. This state is normal, and these are normal withdrawal symptoms. You may find yourself unable to sleep or coughing a lot or just plain irritable. If such symptoms get overwhelming, you might want to speak to your doctor about some temporary help. You might want to reread Chapter 18 on withdrawal symptoms. DO NOT TRY CIGARETTES.

One good thing about these symptoms: They are signs that your body is already throwing off the effects of years of smoking. As we mentioned in Chapter 2, the changes in

your lungs begin to take place almost immediately, and in six to twelve months abnormal cell structures brought on by smoking begin to shrivel up and ultimately disappear. Within a year and a half to two years it's as if you never smoked at all. This immediate response to your quitting is simple, direct proof of what damage you may have been doing to your body through all those years of smoking. So much for the PHYSICAL side.

Psychological Side Effects

What do I do now that I don't smoke? That's a question many ask right after quitting. You may, as June Walzer puts it, feel a little NAKED without that cigarette available to grab at moments of need. You may go to a theater, come out at the intermission, and say, "What do I do now?" At these times, reach back into your recent memory and recall what you did when you had to go one hour, or three. Then do it.

You will also find upon quitting that after a day or two you will have more energy and more time on your hands. This might be a good chance to take up a new hobby, or to get involved in some new community activity. One listener reported a terrific upsurge in sexual activities. That, by the way, is another side effect of quitting.

Will the Craving Ever Go Away?

Yes, it will. The cravings will hit you in waves. You may get just little ones over a long period of time, or it may be weeks before you get hit by ONE HELLUVA BIG CRAVING. That's what I call the acid test. Don't give in to it. Like all the other little cravings, it too will pass.

When the craving does hit, DON'T PANIC. Use all the tips you have learned. Just remember, YOU CAN CONTROL IT BE-

CAUSE YOU HAVE CONTROLLED IT. The body takes about forty-eight to seventy-two hours to rid itself of the physical craving for nicotine. After that, whatever cravings you experience will be psychological, and you will have to deal with them in a psychological way. Essentially this is no different from the way you coped with them before. Keep asking yourself: What triggered the craving? What can I do instead of smoking? What good will a cigarette *really* do to help the situation? If you think it through, you will find the logical conclusion is NOT to pick up a cigarette, but to tough it out.

Don't Get Overconfident

Around the third day of not smoking, a lot of us start feeling pretty cocky. "Hell, I've got it all under control now, so I guess I can have just one." *You cannot*! You do *not* have it all under control, any more than an alcoholic has it under control if he's been on the wagon for a few days. You may think you can pick up just one cigarette and smoke it, but take my word, that one cigarette will be the start of a whole new smoking habit. AVOID IT! For the next few days especially, you will have to remain AWARE that you are just coming off a lifelong habit. You have to LEARN to be an EX-SMOKER just as you LEARNED to be a SMOKER. It takes time, often years, and you may be one of those people for whom the process is never complete. Even ONE PUFF could put you back on the habit.

And DON'T BUM A SMOKE or take even ONE DRAG on a friend's cigarette. Don't be tempted to buy a pack just to have one or two. Don't even hold one in your hand, unlit. YOU WILL WIND UP ON SQUARE ONE ALL OVER AGAIN! SO DON'T BE CURIOUS. YOU DO NOT HAVE IT LICKED.

A Final Word

I'm sure things happened to you during your effort to quit smoking that we did not mention here. We tried to cover every possible pitfall in this book.

If you have been successful, I know there is little I can say to add to how wonderful and proud you must feel about yourself.

If you DID NOT SUCCEED, that doesn't mean that you have FAILED. It only means that you must try a little harder. Don't be discouraged. Don't label yourself a hopeless case. A friend once told me that the greatest success in quitting smoking comes the second time around. So . . . SAVE THIS BOOK! And remember, YOU NEVER FAIL, YOU JUST GET AN OPPORTUNITY TO TRY AGAIN.

Appendix

ORIGINAL WCBS TIP SHEET

What to Do When the Craving Comes

This is your moment of truth! You are being challenged. Be determined. Concentrate on the reason for wanting to stop that is most important to you. Reaffirm your commitment not to give in. Think of yourself as a nonsmoker—forever free of cigarettes. Say to yourself, "I don't need them any more." Then immediately turn your attention to something else. Remember—the most acute episode of craving lasts only a few minutes, five to ten at the most. *Above all, don't start feeling sorry for yourself!*

Temporarily avoid those situations where you are inclined to smoke heavily.

Hide the ashtrays and cigarettes. Out of sight, out of mind!

Find something to do with your hands. Some people have found knitting helpful. Some carry a small cigarette holder which they handle or even place in their mouth. If you wish, put a cigarette in it and puff away—but *don't light up!*

Pop something low calorie in your mouth—gum, hard candy, dietetic candy . . . even a pencil.

The cigarette is frequently used as a pace-breaker—a reward after an extended period of work or concentration. It's also used as a device to relieve a spell of boredom. Search for another pace-breaker. Get up and walk around, take a drink of water. Practice relaxing. Try isometric exercises, stretching, yawning, deep knee bends, touching your toes, shrugging your shoulders.

Deep breathing. It has a marvelous therapeutic effect. Give it a try! First, let yourself relax, go limp. Then inhale slowly and deeply. When you've taken as much air into your lungs as you can comfortably hold, stop and pause for a moment. Then breathe out—slowly—until all the air is expelled. At the very end of the breathing-out cycle, give an extra little push to remove the last bit of air. Repeat the cycle five or six times. This should *not* be hard, rapid breathing. Rather, it is *slow, deep, relaxed breathing.*

Another breathing exercise that is very helpful is to mimic smoking a cigarette. Smoke an *imaginary* cigarette. Breathe in and out as if you actually had a lighted cigarette in your mouth. You will find that what you are actually doing is *sighing.*

A word of advice: Some people have a tendency to launch on several ambitious self-improvement programs all at once. This is usually self-defeating. Concentrate on one habit and one only—smoking. The following suggestions come directly from *successful ex-smokers.* Remember, people react differently during withdrawal from cigarettes. For this reason you will find some of these suggestions more helpful than others. Try those that you think *might* work for you.

- Don't buy your next pack until you've finished your last. Never buy a carton. This helps reduce temptation.
- Tell all your friends you are going to kick the habit. This kind of public commitment will help bolster your determination at crucial moments.
- Here's a trick that really helped. I bought ten different kinds of cigarettes and placed one of each kind in my cigarette case. This meant each time I went to light up I had to smoke a different brand. For me, at least, this made smoking very unpleasant.
- While breaking the habit, be good to yourself in every other way. Even indulge yourself a little. Enjoy a special treat on weekends (a good meal, a show, etc.) with the money you've saved!
- I developed a set of rules as to where I could and could not smoke. I found this very helpful. For instance, I made it a rule that after I came home at night, I could not smoke in my apartment. If I wanted to smoke, the rule said that I had to walk to the basement furnace room (which is horribly hot). For the first couple of evenings, I was dragging myself up and down the stairs several times a night. Under no circumstances would I break the rule. Finally I gave up in disgust and stayed in my apartment without smoking. It worked! I then developed another rule to make it extremely difficult and awkward to smoke in another area of my daily activity. It worked again. I eventually just pushed those beloved old weeds right out of my life altogether.
- I used to smoke heavily while sitting at home reading or studying. When I stopped smoking, I found I couldn't concentrate. I had to read a paragraph over and over to understand it. Then I started sipping a small glass of sherry while reading—not much, just an occasional nip. It gave me something to do with my hands and mouth and also helped me relax. It worked wonders. I've been off the weed for five months (and I haven't substituted alcohol).

- I avoided making mental promises to myself to have the next cigarette at a particular time. Instead, I left the decision open—for a new decision whether or not to smoke. For example: If I were to say to myself, "I won't have a cigarette now, I'll have it when I reach the office," invariably I had the cigarette as soon as I reach the office. On the other hand, if I said to myself, "I won't have a cigarette while I am walking to the office"—postponing what I *would* do until I arrived—I found it easier to control the urge to take that next smoke. Using this approach I was often able to stall off that next cigarette for considerable periods of time.

- My approach was to concern myself *only with today*—tomorrow would take care of itself! My long-range objective was to get through each day without smoking. My short-range objective was to overcome every urge to smoke during the day. At the end of the day, I would make a notation on a card indicating my success. I believe it was keeping my goal limited and clearly within view that was the greatest help to me.

- What helped me was to keep a careful record of my reactions to not smoking. When the urge came, I stepped back, almost as though I were an outsider looking in. I did a clinical analysis on what I was thinking, feeling, and experiencing as the urge came over me. This really helped. I became so fascinated with my reactions to not smoking that I lost my desire to take the cigarette.

- When the urge comes, instead of reaching for candy or rich food, reach for a seasoned carrot stick. I cut crisp raw carrots into strips and sprinkle them lightly with garlic salt. The carrot sticks are long and slim, and you can go through the motion of reaching out. You won't gain weight, and you'll feel 100 percent better!

- I stopped by making a pact with my eleven-year-old son: "I'll quit smoking if you'll quit nibbling at your fingernails." We shook hands on it. I believe my strongest incentive was not to let my boy down.

- Every time I smoked, I thought how utterly offensive I was to those around me—reeking of tobacco, blowing smoke in their faces, and so forth. I became so disgusted with myself that I finally stopped.
- Put an unlighted cigarette in your mouth. Then complete the task you are doing—but don't light up. The urge will soon disappear. Take the cigarette out and save for the next occasion.
- Take one puff and throw the rest of the_____thing away.

(Continued from front flap)

Over a year later, with Athens still receiving requests for the scripts (there were none), he decided to adapt the day-by-day measures of the program to book form. The result is this most engaging, thoroughly understanding, relatively painless quit-smoking book. Abetted by the marvelous cartoons of Roy McKie, Athens examines the psychological hooks of smoking, then devotes single chapters to each day of the clinic — to be read and applied one day at a time. He offers as well special weekend reinforcement, and two chapters of questions and answers from a special show addressed to individual problems as phoned in by listeners. Easy to follow and pleasurable to read, continually encouraging and reinforcing, this is the soundest and most appealing stop-smoking guide yet published. Unlike other programs, it never admonishes or tries to scare its readers, but takes them carefully and understandingly all the way to final and lasting liberation from cigarette smoking.

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The WCBS SMOKERS' CLINIC Book

Art Athens

Drawings by Roy McKie

An easy and effective step-by-step quit-smoking program, proved with remarkable success on the air and cited by national and local health organizations.

- Offers all the guidance and encouragement of programs costing over $200.
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- Special chapters on weekend maintenance, also question-and-answer chapters taken from transcripts of two special call-in shows in which listeners brought up personal problems and solutions on the steps to quitting.
- Clinic developed in cooperation with the New York chapters of the American Heart and Lung Associations; winner of a Media Award for Excellence in Communications from the American Cancer Society and the coveted Blakesly Award of the American Heart Association.

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